



StoryBrand Marketing Roadmap

With Donald Miller and Ray Edwards



STORYBRAND.COM

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INTRODUCTION

Whether you're taking this course to become a copywriter, enhance your skills as a copywriter, or because this course contains a marketing roadmap you can use to grow your company, we're going to help you get organized and proficient at the art of copywriting.

TAKING THE COURSE

Each module of this course is designed to teach you to write copy for a specific piece of marketing collateral. Combined, these five pieces of marketing collateral amount to a business growth path. StoryBrand works with more than 3,000 businesses every year to help them clarify their message. Each client's clear message culminates in a StoryBrand BrandScript (also known as a StoryBrand OnePage). A StoryBrand BrandScript can be created through our online course, a live workshop, a facilitated workshop, or even by reading and following the instructions in the *Building a StoryBrand* book (storybrand.com/book). Once a client's message is clear, though, they need to execute that clear message in marketing collateral that works. We've found that these five pieces of marketing collateral are the five best things a business can do to see steady, healthy results in customer engagement and business growth.

FORM FIRST

Whether you're an athlete, a mathematician, a painter, or a writer, every craft is best served by first learning its form. The formulas we teach in this course will become your friends. Ray Edwards and I have spent decades studying story formulas and copywriting formulas and have synthesized them into the course you're about to experience.

Once you learn the formulas, writing copy will become easier and your work will be more effective. Whatever writing copy used to cost you in time spent should decrease. The quality of your work should get better. The number of times you get a feeling of accomplishment from a job well done should increase, and your revenue, or the revenue of the company you're working for, should go up. These formulas work and you're about to learn them.

ART SECOND

Once you learn the formulas, we suggest you improvise within these formulas. Adding your own creative touch to your copy is only going to make it better. Most people don't think of writing sales copy as an art form, but it certainly is. Just like writing a novel or composing music, good copy can take people on an emotional journey and even inspire them to become better versions of themselves. Art and commerce don't have to be separated and are often served when they work in tandem.

A VALUABLE RESOURCE

Now that you have the online course, you can use it for years to come. Hang on to your password and watch the course any time you're looking for inspiration or instruction.

We recommend taking the course slowly. Use this valuable workbook as an aid so that the material really sinks in. Once you've completed the course, keep going over the modules each quarter or so to keep your skills sharp.

WHO IS THE COURSE FOR?

This course will benefit you if you are:

- Running your own business
- Wanting to become better at marketing for your company
- Wanting to become a freelance copywriter
- Looking to help somebody on your team become a good copywriter

WHAT WILL YOU LEARN?

In this course you will learn to clarify a message and then create five pieces of marketing collateral that have been proven to grow a company. If you complete this course, you will learn to:

- Clarify a StoryBrand BrandScript
- Wireframe a website
- Write an email nurturing campaign
- Write an effective sales letter
- Write a lead-generating PDF
- Gather testimonials

We've also included a bonus module in which Ray Edwards guides you through the process of creating a freelance copywriting business.

CONGRATULATIONS

Congratulations on taking an enormous step toward becoming a great copywriter. Those who hone their skills become craftsmen in the end and, in time, are sought-after experts. Becoming a great copywriter is, of course, a very long journey, yet this course will take years off that process for those who take it seriously.

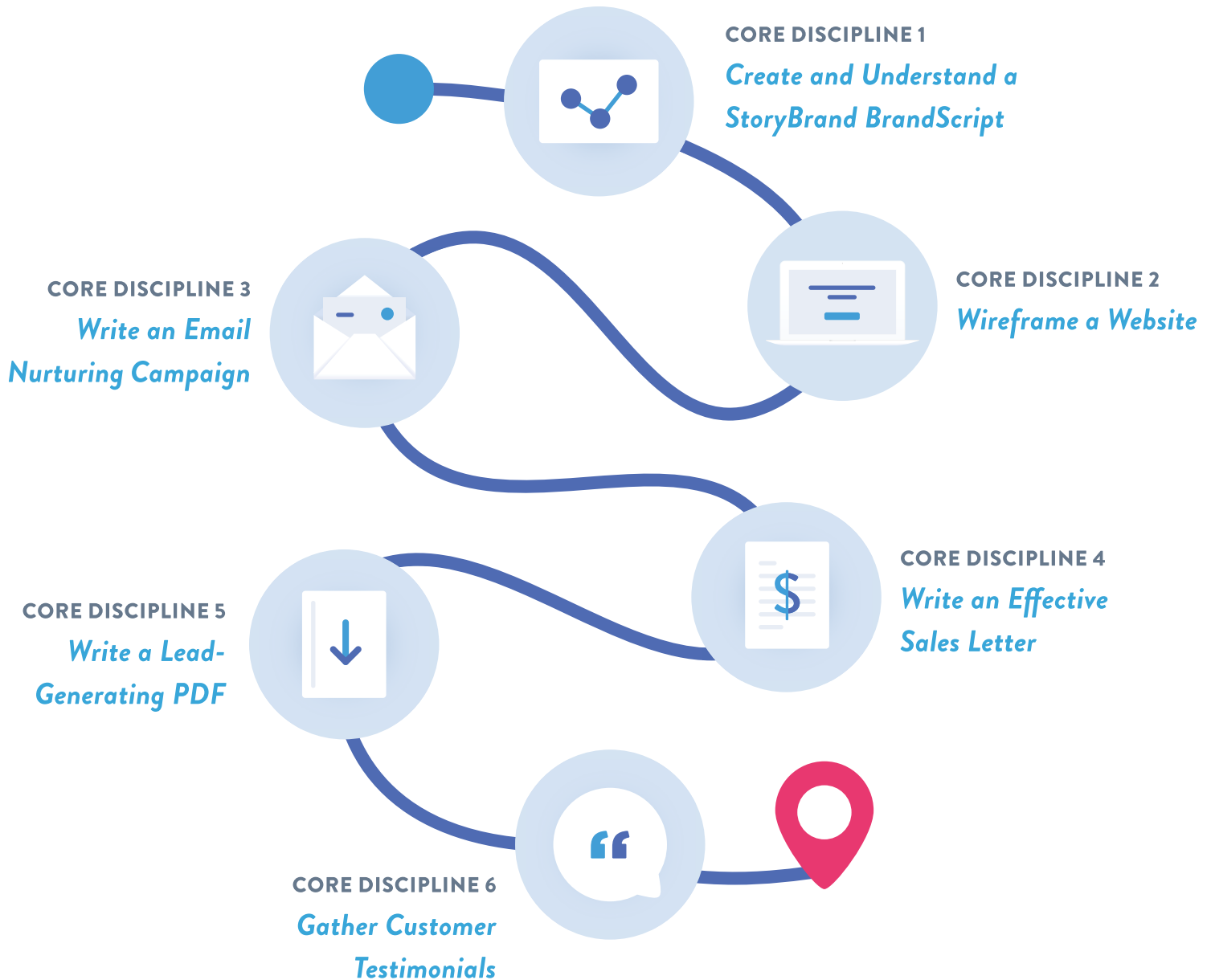
It's our pleasure to participate in you becoming the best copywriter you can be. May your company, or the company you represent, engage customers, solve problems, transform lives, and ultimately grow because of the things you are about to learn.

Sincerely,

A handwritten signature in black ink, appearing to read "Don Miller", with a stylized, flowing script.

Donald Miller
CEO, StoryBrand

The StoryBrand Marketing Roadmap



CORE DISCIPLINE #1:

Create and Understand a StoryBrand BrandScript

**the BrandScript is referred to as a OnePage in the course videos*

Creating a clear message is the foundation of any marketing campaign. Unless your or your client's message is clear, any marketing material you create will likely be a waste of money.

If you've not taken the StoryBrand Online Marketing Course (the StoryBrand foundation course) or read the *Building a StoryBrand* book (available October 2017), this section of the course will serve as a summary. That said, becoming proficient in creating a StoryBrand BrandScript is worth any extra effort you can apply. If you haven't taken the StoryBrand foundation course or are not familiar with the book, make sure to do that in time. The clearer your message, the better the results your marketing will receive.

Being good at creating a StoryBrand BrandScript will help you:

- Save time creating all manner of marketing material
- Create marketing material that actually works
- Organize your thinking so the creation of marketing material is hassle-free

Until we know who our customer is and how we can position ourselves in their stories as a guide, we can't create marketing material that works. Learning to create a StoryBrand BrandScript is your key to success in positioning yourself or your company effectively in the marketplace.

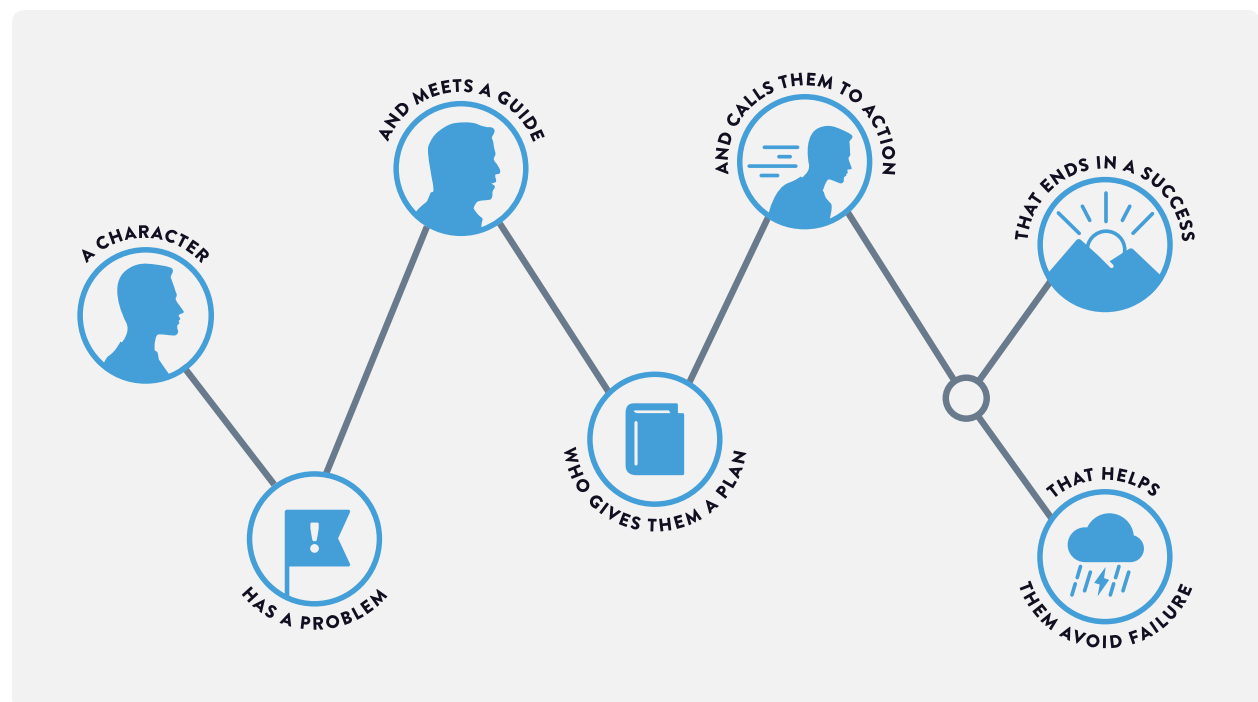
STORY IS A SENSE-MAKING DEVICE

At StoryBrand, we use the age-old power of story formulas to filter a company's marketing message so that it is relevant and compelling to customers. Story is the most powerful tool in the world to captivate an audience.

Essentially, a story is about a character that wants something and is faced with challenges or problems. In the midst of their challenge, they meet a guide who gives them a plan and calls them to take action. That action helps the character avoid failure and ends in a success.

Before we can clarify our message or the message of our client, we have to understand how story works.

Below is the StoryBrand grid for creating stories:



Each element of the StoryBrand Framework contains powerful principles that help us clarify a message and grow a business. If you are not familiar with the framework, get the StoryBrand Online Course or purchase the book. Here is a summary of the StoryBrand 7-Part Framework (SB7):

1. A CHARACTER: The customer is the hero, not your brand.

As we write copy, we must identify the customer as the hero in the story, not our brand.

We must ask ourselves what they want, what their challenges are, and how we can position ourselves as their guide to help them overcome their challenges and get what they want.

2. HAS A PROBLEM: Companies tend to sell solutions to external problems, but customers buy solutions to internal problems.

Stories contain three levels of problems: external, internal, and philosophical. The external problem (usually physical) exists in a story in order to manifest the internal problem. Heroes try to resolve their external problems because of how those problems are making them feel. Customers do the same thing. When we aim some of our marketing collateral at helping customers resolve their internal problems, we should see an uptick in engagement.

3. AND MEETS A GUIDE: Customers aren't looking for another hero, they're looking for a guide.

Because our customers can't solve their own problems, they go looking for somebody who can help them. In stories, this character is called the guide. Brands that position themselves as guides for their hero customers win because this is the exact character a wandering hero is looking for.

4. WHO GIVES THEM A PLAN: Customers trust a guide who has a plan.

When we break up the process customers go through to do business with us into small, easy-to-understand steps, engagement increases. Customers don't like to walk into a fog, and creating a simple plan is a sure way to lift the fog and help them continue the journey.

5. AND CALLS THEM TO ACTION: Customers do not take action unless they are challenged to take action.

Unless we ask our customers to buy something, they won't. There should be an obvious "Buy Now" button on our website. There should be obvious calls to action in our emails, keynotes, and elevator pitches. In stories, heroes need to be challenged to take action and in life, customers need the same level of encouragement.

6. THAT HELPS THEM AVOID FAILURE: Every human being is trying to avoid a tragic ending.

Without letting customers know what consequences might befall them should they not buy our products and services, there will be no stakes in the story. Without stakes (something that can be won or lost), the story has no power and customers will lose interest.

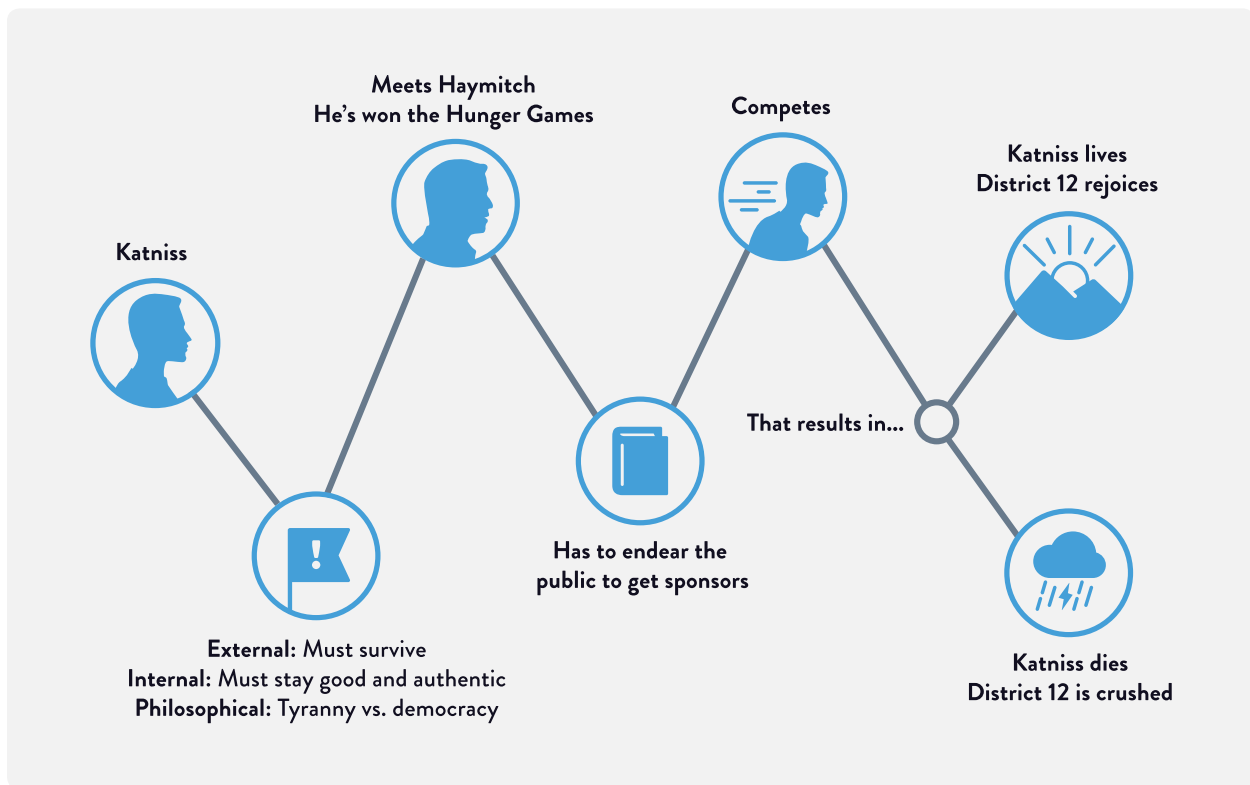
7. AND ENDS IN A SUCCESS: We must show people how our products can change their lives.

Characters in stories move toward the resolution of conflict. When a storyteller casts a vision for a climactic scene reflecting a positive resolution of their problems, the audience cheers them on toward this good end. Something similar is true with our customers. When we cast a vision for what a customer's life can look like if they buy our products and services, they tend to move in our direction. We must show or tell our customers what their lives can look like if they engage our brand.

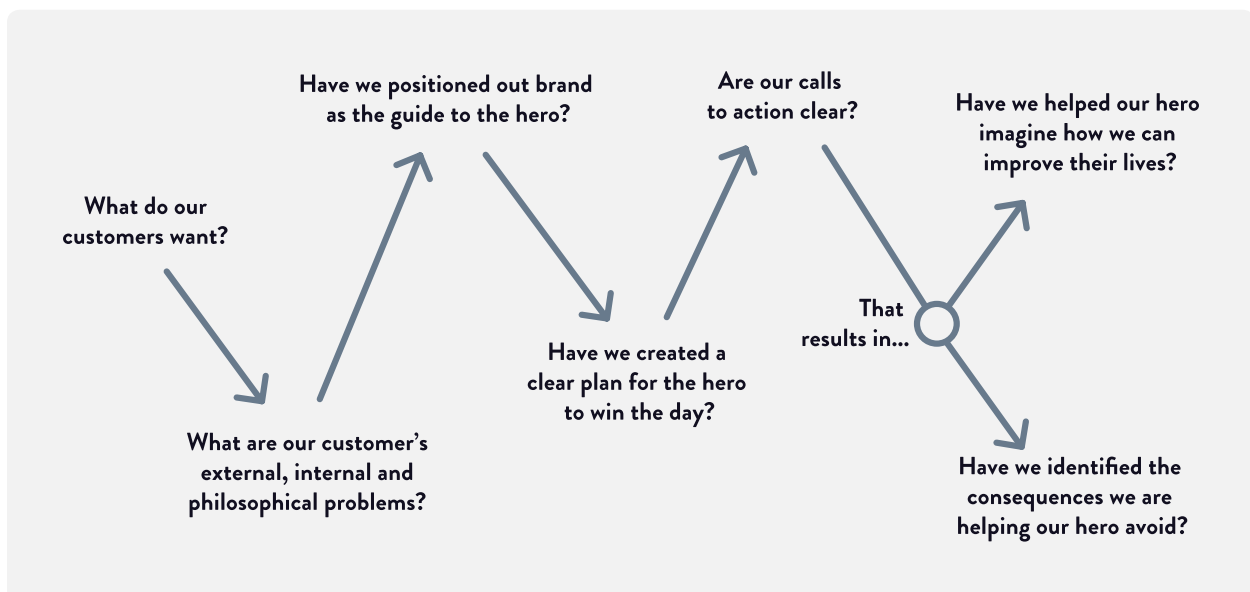
The seven elements that make up the StoryBrand Framework can be thought of like chords on a guitar. These seven "notes" can be used to play an infinite variety of songs. That said, if any of the marketing collateral we create comes from anything other than one of these chords, we risk writing copy that descends into noise and confusing our customers. And this could cost us, or our clients, thousands of dollars.

STORY IN MOVIES

Here is the SB7 grid laid out in a popular movie:



And here are the important questions you must answer for your brand or for the brand you're working for:



THREE QUESTIONS TO ASK TO GAIN CLARITY

Becoming proficient at helping a company clarify their message is the primary core discipline of a StoryBrand-trained copywriter. Apart from being able to fill out a clear StoryBrand BrandScript, here are a few questions I like to ask new clients to help me clarify their message:

1. What are your dominant revenue streams?

This question helps me understand what their business is really about. The fastest way to grow a business is to look for the dominant revenue streams and try to make them larger by clarifying their appeal to the public.

2. In one brief sentence, what is the dominant problem your company solves?

Most companies solve a lot of problems, but including too many problems in a brand message confuses potential customers. When customers can file a company away in their brain under a single problem they have, that company will be remembered more easily. Find out what single problem a company solves, and you're on your way to creating a clear message.

3. What will a customer's life look like if they buy your product?

Helping potential customers know what hope a company offers them is a way of inviting them into a story. Boiling down that hope into a single, clear statement is key to compelling an audience and being remembered.

Once you have solid answers to these three questions, make sure they show up in whatever marketing collateral you help a company create.

CORE DISCIPLINE #2:

Wireframe a Website

Knowing how to wireframe a website is not only important for creating websites that work, it's also important to help us clarify our thinking about what a brand really offers.

People don't read websites anymore, they scan them. This means websites need to be clean, clear, and compelling. And also visual.

While SEO concerns can be solved with a collapsible explanatory paragraph, most of the rest of the website should contain brief summaries of key talking points generated from a completed StoryBrand BrandScript.

BUILDING A WEBSITE

When you wireframe a website, you're writing all the text a designer might need in order to build an efficient, attractive, and effective site.

Most companies go to a design agency and trust them with both the design and the overall message. We believe this is a mistake. Design agencies are often very good at messaging, but they will never be able to distill a message down as well as the people within the company themselves.

Wireframing a website before approaching a designer is the key to making sure the end result is effective. Whether it's on a white board or on a sheet of paper, wireframing a website is a way to visually build out a final product for you or your client long before the designer starts to work.

While a website can have many different components, we'll be covering ten staple sections every StoryBrand-trained copywriter should know about. Each of these sections are designed to accomplish something different and should roll out like a good story.

You will almost always lead with a header, but after that, you can pick and choose (and even repeat) the sections.

Here are the ten sections of a website we recommend most:

THE HEADER

The header is the most critical part of the website. It must communicate an offer, both visually and through text, in a very short period of time. The header must pass the grunt test. Passing the grunt test means your customers need to be able to answer three critical questions within a few seconds of seeing the header. Those questions are:

1. What do you offer?
2. How will it make my life better?
3. What do I need to do to buy it?

If you've answered these three questions in a visually compelling way, you've got a great start.

Here are a few examples of effective headers:



DANIEL
C N I P
JAMES
re/max victory

BUYING
SELLING
ABOUT
TIPS
GET STARTED

Helping you buy and sell beautiful homes in the Dayton area.

Representing your best interests every step of the way.

9 BUYERS MISTAKES
START THE PROCESS

LIBERTYID[®]
IDENTITY THEFT RESTORATION

DOWNLOAD FREE REPORT
PRICING
FAQ
BLOG
GET COVERED

WHEN IDENTITY THEFT HAPPENS TO YOU

WE GET EVERYTHING BACK

GET COVERED

They Steal Your
TIME

/

They Destroy Your
CREDIT

/

They Ruin Your
LIFE

HomeSure Lending

ABOUT
APPLICATION
CONTACT US
FREE ASSESSMENT

Simple Mortgage Guidance

Purchase with confidence.
Refinance with ease.


Start Your Free Assessment

THE VALUE PROPOSITION

The value proposition is where you further elaborate on what's "in it" for the customer. You don't have to be as brief as you are in the header, but you still need to keep the language simple and easy to understand.


Value propositions can range from the money people will save to the rewards they will get. You can spell out the value customers will get using icons, images, bullet points, or in a few short sentences. Be as creative as you like. Remember, though, keep it brief and simple. Throwing too much at a customer on a website is a sure way to get them to disengage from the narrative.

Here are a few examples of value propositions:




Experience and Results

The market is challenging. You need an agent whose experience can lead to the result you need.



A Focus on Communication

You don't want to be in the dark during such an important time. Stay informed so that you have the edge that you need.




An Agent You Can Trust

Focusing on your goals and doing what's best for you every step of the way.


Technology That **CONNECTS** Pastors With People...

Communication Tools For Modern Day Ministries




Connect With Members

Join their conversation... Send relevant text messages to your entire congregation (or just a small group)



Follow-up With Guests

Automated campaigns allow you to schedule a sequence of emails and texts to be sent.



Grow Your Church

Imagine the impact of a communication tool that engages your congregation & follows up w/ guest.

REGISTER FOR OUR WEBINAR

Incredible Features...

Text In Church is loaded with useful features, each one with its own meaningful purpose.
We listen to our pastors and integrate their feature requests on a regular basis.
Text In Church is not only built by us, but also by our pastors.



Digital Connection Cards

Guests and members can text a keyword to request more info. So, when they text your keyword... you'll follow-up with them automatically.



Automated Campaigns

You can easily schedule and send a sequence of messages to be sent at particular times. So you can create a follow-up campaign once and then use over and over.



2 Way Texting Messaging

Engage with folks via text messages. Let's face it... text is the fastest and easiest way to reach folks.

Why you should work with us



We Listen

We couldn't do what we do without getting to know you, your business, your goals, your vision, and what you think makes an amazing video. You talk, we'll listen...thoughtfully. And if you're not sure what you want, we'll help you get there.



We Share

We've learned a lot in our many years of video production work, and we want to share our expertise with you. Whether you're a seasoned pro or are embarking on your first major video project, we'll be there to share our perspective and give guidance, as much or as little as you want.



Our Videos Work

We believe the perfect video is a combination of great storytelling, excellent technical quality, and messaging that creates positive business outcomes for our clients. We don't just want to make you an amazing video. We want to make you an amazing video that makes you and your company look great.

[START YOUR PROJECT](#)



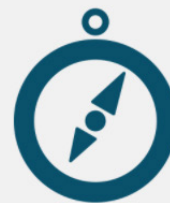
Transformation

Confidently implement your success strategies, knowing your tax, financial, legal and business areas interplay well.



Peace of Mind

Rest and relax, knowing that everything is highly-organized and working to impact your life and the lives of those around you.



Ongoing Counsel

Receive steady guidance through all the seasons of your life. You'll find our ongoing counsel invaluable. Call us with questions on anything.

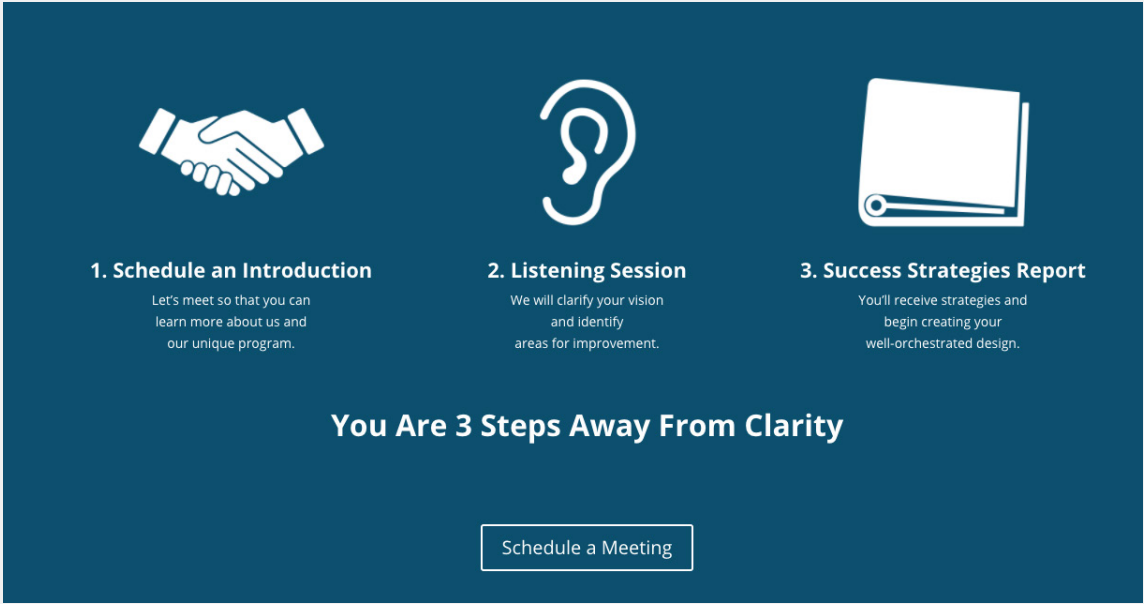
[Schedule a Meeting](#)


THE PLAN

If you've gone through the StoryBrand Online Marketing Workshop, you know all about how a plan works. There are two kinds of plans: process plans and agreement plans. On your website you likely only want to share your process plan. Your agreement plan can go lower down on the page, but in the first few sections you're going to want to keep things simple.


We believe a process plan should be included on nearly every sales page. Customers love it when you spell out what you'd like them to do in simple steps. In the plan section of your website, state simply how your customers can do business with you, or, if you have a complicated product, spell out how that product can be put to use after the customer makes a purchase.

Here are a few examples of a pre-purchase process plan:






1. Schedule an Introduction
Let's meet so that you can learn more about us and our unique program.



2. Listening Session
We will clarify your vision and identify areas for improvement.



3. Success Strategies Report
You'll receive strategies and begin creating your well-orchestrated design.

You Are 3 Steps Away From Clarity

[Schedule a Meeting](#)

THE TRUE WEALTH PLAN™



REQUEST A MEETING

The introductory meeting is designed to clarify and understand each client's unique concerns, values, passions, and dreams.



TRUE WEALTH FINANCIAL PLAN™

The True Wealth Financial Plan™ helps you get crystal clear on your current financial position and outlines a simple action plan that will help you accomplish your goals.



INVEST ACCORDING TO YOUR VALUES

Have peace of mind knowing you invested in a portfolio of companies you can be proud to own - without sacrificing returns.

Finding the Perfect Team Experience is Easy!

1

Free Proposal

Fill out a few simple questions on our needs assessment form and receive a customized program proposal.

2

Customize it

Fill us in on the logistics, timing, and any special requests so that your program comes off without a hitch.


3

Leave it to Us!

Sit back, relax, and get ready to be celebrated for finding the perfect team experience.

GET STARTED


Here are some examples of a post-purchase process plan:



1

GET COVERED


Insurance companies don't cover identity theft. LibertyID will cover you.



2

CONTACT US

If something happens, contact us and our army of trained specialists go to work immediately. We'll work around the clock to get everything back.



3

GET EVERYTHING BACK

Our team restores and recovers everything. You don't have to deal with the hassle. We get everything back.

[GET COVERED](#)

The ALL In Learning 3-Step Process

1

Start getting data from day one. From everyone.

With our easy-to-use tools, teachers can establish a rhythm of frequent engagement and assessment.

2

Check detailed progress reports, everyday.

Color heat map reports instantly let you identify what areas need improvement.

3

Help struggling students. Immediately.

Frequent, clear reports let you instantly help students with misconceptions, while concepts are fresh on their minds.

[SCHEDULE A DEMO](#)

Letting customers know how to make a purchase from you, or how to use your product once they make a purchase, greatly increases the chances they will engage. Customers won't step into a fog; by making the plan simple and clear, you lift the fog.

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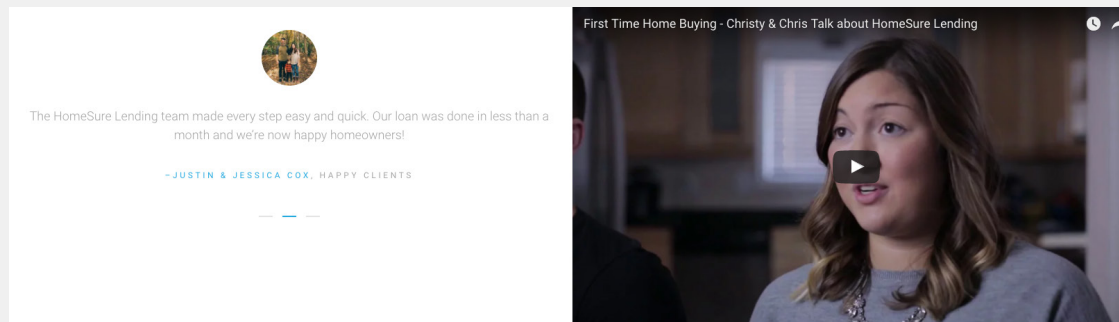
TESTIMONIALS

Demonstrating authority or competency is important on a website, but we don't want to take it too far, otherwise we will come off as bragging or insecure. Including customer testimonials is a great way to let customers know you know what you're doing, yet the words come from somebody else.

Later in the course you'll learn more about asking the right questions to get the right endorsement from a customer, but for now, just remember two things:

1. Keep the testimonial short. Think of it as a soundbite.
2. Keep it relevant. Either feature a testimonial that celebrates a victory or will help overcome a customer objection or both.

You don't have to share a customer's image with their testimonial, but it does help make the endorsement more personal. Here are some examples of how a testimonial section might look on a website:





"What attracted me to One Trusted Advisor was their integrated approach to estate, financial and tax planning. I wanted to find a firm that would greatly simplify the process and offer their services at a reasonable cost. One Trusted Advisor is truly a one stop shop."

Kathy Ditlevson



"I'm drawn to the advisor who listens and designs solutions. This is the expertise of Keith Knell."

Ron Doyle



"When we left our first meeting with Keith, I felt very comfortable. I am respected. There's a level of respect and openness as Keith listens to me, my needs and opinions. Keith is very calming and provides incredible guidance and direction."

Monica Knight

[Read More](#)



"We can quickly and easily analyze data and make changes to our instruction... we spend time where they need help not on topics they already understand."



So many of our friends have talked about the stress they felt when they sold their homes, but we never felt that way at all. Chip handled all of the important details and communicated with us every step of the way.

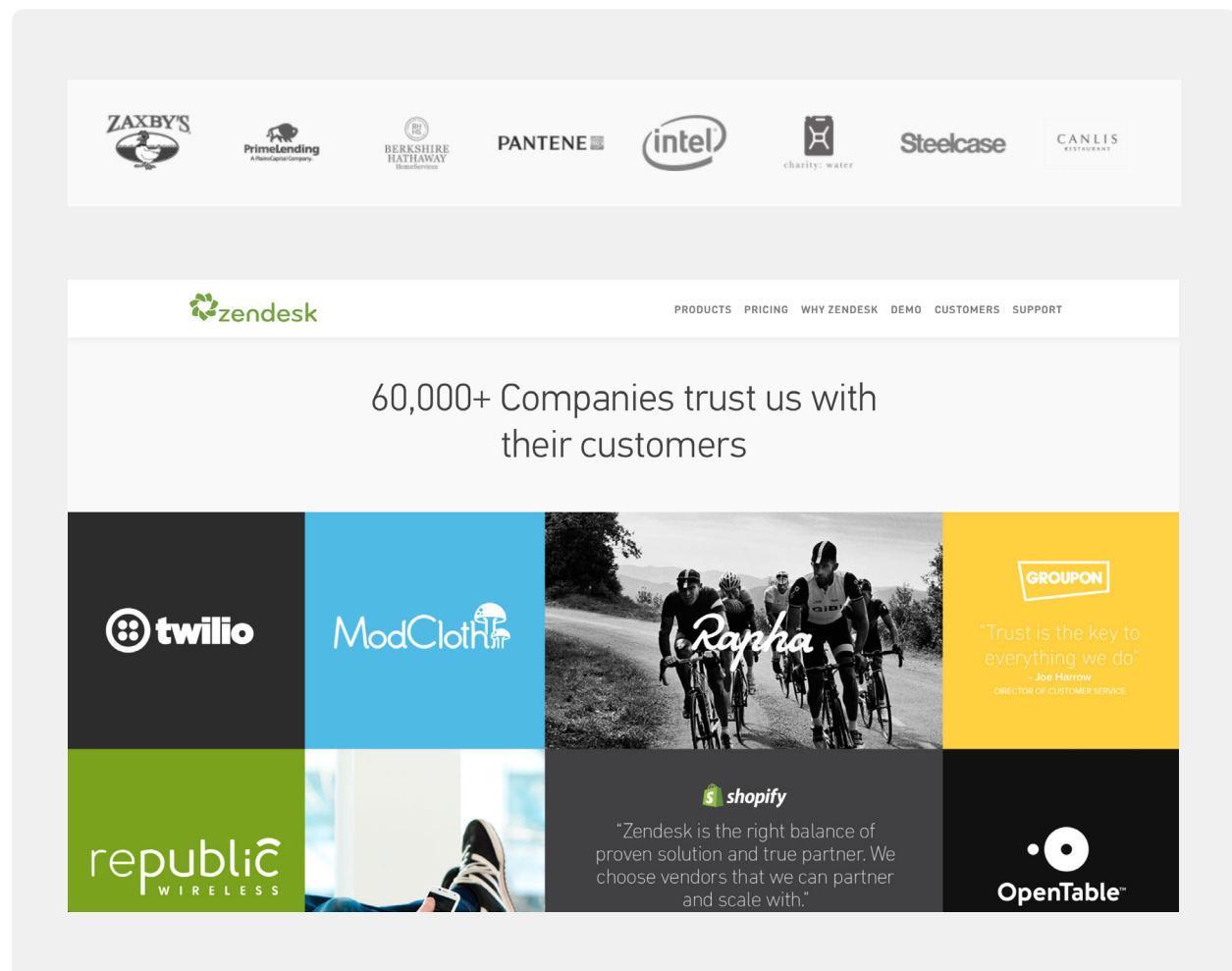
- Tim and Amanda

LOGOS

Another way to demonstrate authority without bragging is to feature logos on your website. If you are a business-to-business brand, featuring logos of other companies who have trusted you will go a long way to demonstrate competence and earn trust. If you've won awards, logos of those awards can also be featured. If you've been featured in recognizable media outlets, those logos can be featured too.

One advantage of featuring logos is that they can be placed on a page in a minimally invasive way, allowing the designer to create more sections. With logos, you can establish authority visually without taking up too much valuable real estate.

Here are some examples of how logos might look on a website:



Proud to have worked with GREAT clients from:



MetLife

CHASE



On Fluro you're in good company



Deloitte

BRIDGESTONE



THE EXPLANATION

While most customers scan websites without truly reading them, there are more than a few who still want to read a longer explanation of how your product can solve their problems and change their lives. An explanatory paragraph on a website helps customers dive a little deeper while also allowing you to improve your SEO results.

Still, the explanatory paragraph should follow a narrative plot line. Going through your StoryBrand BrandScript and turning it into a series of paragraphs is a great way to create an explanation section on a website.

You may also want to simply feature the first few sentences of the explanation and then a “click to continue reading” line that allows customers to expand the section. This will allow the page to remain more visual so customers who simply want to scan may do so.

Here are a few examples of an explanation section on a website:

Discover the Five Areas Critical to Your Firm's Success

TALENT LEADERSHIP TECHNOLOGY GROWTH PROCESS

THE BOOMER ADVANTAGE™

Most CPA firms struggle with how to grow and maintain relevance. So, we've developed a unique model that focuses on the five areas critical to a firm's success and future-readiness: Leadership, Talent, Technology, Processes and Growth.

[Learn About the Five Areas](#)

Pastors are busy.

There's never enough time or resources. And that's why we created Text In Church. We've helped thousands of churches simplify and improve their church communications. What you need is a better way. So... we built it. Now you can leverage technology to effectively communicate with your members and follow-up with 1st time guests.

 WATCH VIDEO

What Makes Unruh So Different?

It's hard to find furniture that fits your unique space. At Unruh, we handcraft pieces to order ensuring they fit perfectly, and then we warranty those pieces for life. That is an entirely better experience than what you'll find at the box stores.

SCHEDULE A VISIT NOW

WHY CHOOSE P3?

Speciality practices often rely on referrals from primary care physicians for the majority of their patient base. However, in the changing medical landscape, it can be difficult for practices to maintain those valuable referral sources. The P3 Inbound platform helps practices create their own referral source so they don't have to rely on other physicians to keep a steady patient flow.

[Read More »](#)

WHAT MAKES YOUNG LIFE ACCESS DIFFERENT?

Young Life Access ensures that Young Life leaders and staff have access to the best training on the devices they carry every day... anytime, anywhere, around the world. It's 24/7 access to online interactive training posts cover Contact Work, Club, Campaigners, Camp, Wyldlife, Young Life Favorite, Core Values/Mission, and more on your phone, tablet, or laptop.

GET ACCESS

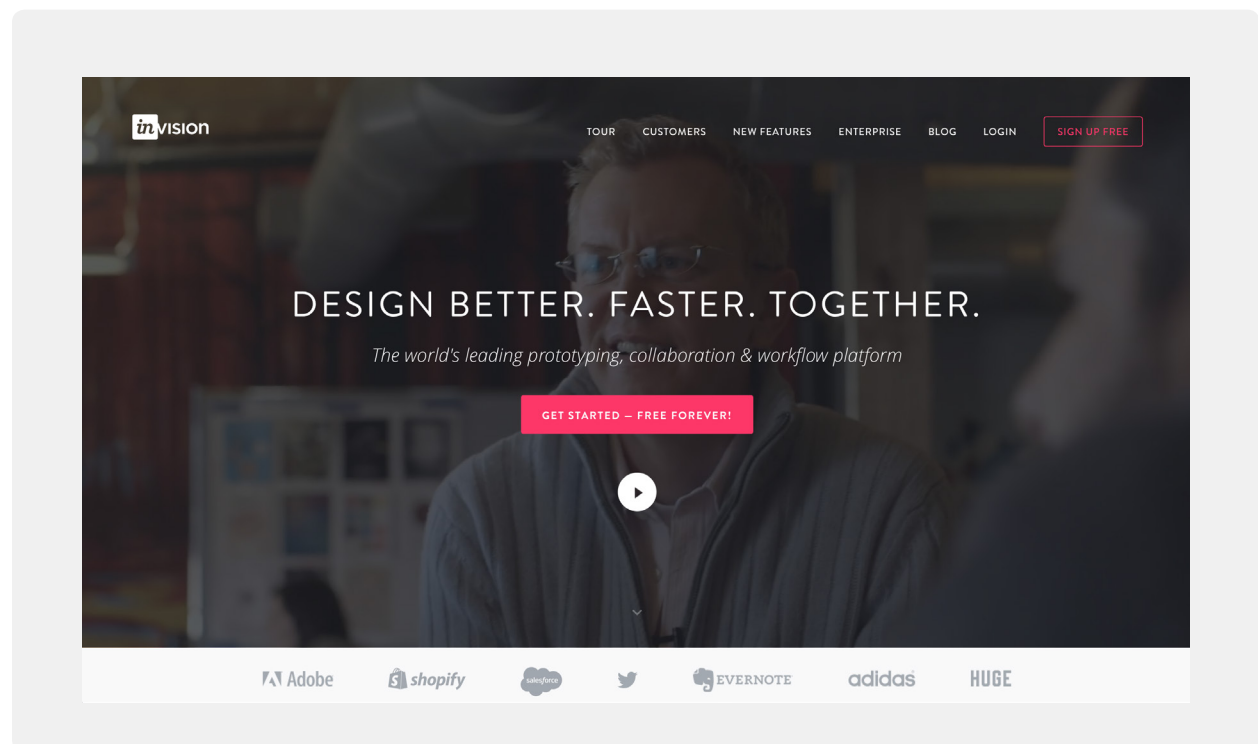
THE VIDEO

Including a video on your website is a great way to engage customers who learn by watching rather than reading. You can write a video script using your BrandScript, or you can simply feature a video with customer testimonials and some b-roll.

In a video, you want to show or tell customers what their lives can look like if they engage your products and, if you can, help them overcome some of their objections.

One thing to remember in featuring a video on a website is to feature some text over the video section that invites customers to actually hit the play button. Simply featuring a YouTube embed will work, but having some callout text will work better.

Here's a few examples of how a video section might look on a website:



HOW IT WORKS



WHY CHOOSE US?

OUR TEAM OUR EQUIPMENT IT'S SO EASY

Our team is comprised of a diverse group of individuals who work hard to make sure that your laser tag event is a blast! We provide expert technicians, quality equipment, and ideas to fix any problems you may have.

Ending extreme poverty in eastern Congo.

Organizing communities. Building businesses.

[CLICK TO LEARN HOW](#)



WITH YOUR HELP

We've funded **22,936**
water projects for
7 million people around
the world.

[SEE MORE OF OUR IMPACT](#)

THE COST

To make sure you feature something from the failure section of your BrandScript, include a cost section on your website. A cost section is different than the price section. A cost section simply spells out, either visually or through text, what it will cost the customer if they don't do business with you. If you're a roofer, it might cost your customers a leaky roof with attic damage if they don't act soon. If you're a dentist, customers might eventually need a root canal or worse.

The cost section doesn't have to be foreboding or heavy. Make it simple, easy to understand, and brief, and you will add just the right amount of seasoning to your overall narrative.

Here's a few examples of what a cost section might look like on a website:

What's my investment?

We understand the time and expense that is involved in testing to become a firefighter; we have been there. Our goal is to help you cut down the amount of time, energy and expense involved in your pursuit of this amazing career. Our only caveat to your purchase is the following: be dedicated to attaining your career and when you are hired, remain passionate about this great profession!

TopScore Interview Coaching Package Includes	What to Expect
<ul style="list-style-type: none">• 2 hour personal coaching session• Resume Review• TopScore's Firefighter Interview Rule Book• Firefighter Interview Rule Book Workbook• PDF versions of the books today!	<p>During your coaching session we will make sure you are implementing the TopScore system correctly and are ready to confidently execute your interview. We will answer any questions you have about the book, the interview or the testing process in general.</p> <p>Interview coaching delivered through video call, phone call, or in person.</p>

What Do Your Professional Services Cost?

There is no cost for our initial consultation. We will discuss our various Program fees and how we may offset them by recovering a wide array of costs. Cost recovery possibilities include tax costs, legal and accounting fees, business consulting fees, insurance premiums, investment fees and commissions.

Schedule a Meeting

What Does Marketing Cost?

Is your practice struggling to fit in patients, many of whom may not be the best fit for your specialties, to keep reimbursement levels the same? Are you losing valuable referral sources due to hospital buyouts or consolidation? Are you performing the procedures you want to be performing, and treating the conditions you want to be treating?

By changing your marketing approach, your practice can start to alleviate many of these concerns.

We believe in being clear and upfront about what you can expect from us and what you will receive with your investment. View our offerings and pricing here on the site, and contact us when you are ready to get started. We'll work with you to create a plan that helps you accomplish your goals as a practice and fits within your marketing budget.



[View Our Offerings](#)

[Get a Consultation](#)

"What's My Investment?"

How many customers are you not reaching? How much is unclear messaging costing you in sales? How much money and time are you wasting trying to do it yourself? More than 85% of the time your audience is getting their first impression from your website. A bad first impression and poor communication can cost a business a lot in growth.

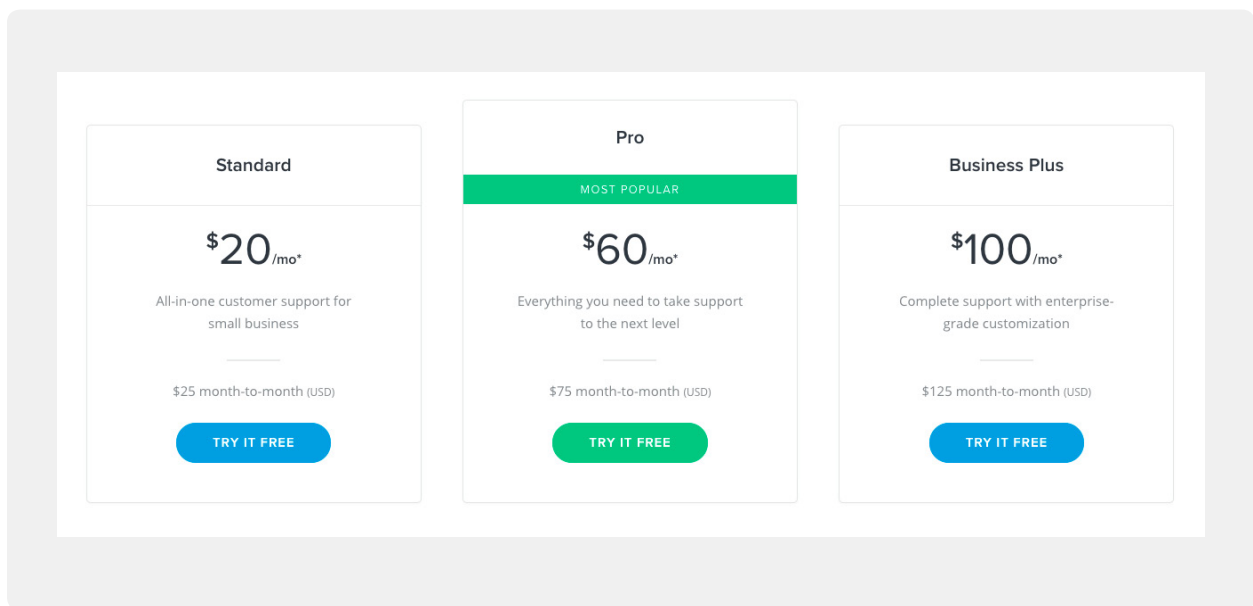
THE PRICE CHOICES

If you're going to feature price on your website, I like featuring the prices just below the cost section. You don't have to have a cost section, but the contrast between the cost of not doing business with you and the price of a product often makes a good contrast and supports the value of your product.

Also, if there is a way to package some of your products into groups and charge a combined price (think value meals), customer engagement may increase.

People like choices, so if there is a way you can offer different price structures, this could be helpful too. Be careful, though, of offering more than three pricing options because if we offer too many, we're asking our customer to do too much thinking and they'll likely disengage.

Here's an example of how including price choices might look on a website:



Month-by-Month Billing... No Contract & Cancel Anytime

Basic Monthly	PRO Monthly	Premium Monthly
\$37 monthly	\$67 monthly	\$97 monthly
Unlimited Contact Records	Unlimited Contact Records	Unlimited Contact Records
250 Texts per Month	1,000 Texts per Month	2,500 Texts per Month
250 Emails per Month	1,000 Emails per Month	2,500 Emails per Month
Unlimited Keywords	Unlimited Keywords	Unlimited Keywords
Email & Chat Support	Email & Chat Support	Email, Chat & Phone Support
GET STARTED FOR JUST \$7	GET STARTED FOR JUST \$7	GET STARTED FOR JUST \$7

PHOENIX LTX PACKAGES



10 PLAYER PACKAGE **\$115**
20 PLAYER PACKAGE **\$220**

Shipping Not Included

[MORE INFORMATION](#)

HORNET BIRTHDAY BOX



10 HORNET TAGGERS + **3** BLOW UP BUNKERS
\$185 SAVE \$35.50

Shipping Not Included

[MORE INFORMATION](#)

TITAN PACKAGES



10 PLAYER PACKAGE **\$115**
20 PLAYER PACKAGE **\$220**

Shipping Not Included

[MORE INFORMATION](#)

ICOMBAT BARRACUDA 12 PLAYER PACKAGE



12 PLAYER PACKAGE **\$395**
 SAVE \$73

Shipping Not Included

[MORE INFORMATION](#)

	Vimeo Basic	Vimeo Plus	Vimeo PRO	Vimeo Business
	\$0 per month	\$5 per month billed annually	\$17 per month billed annually	\$50 per month billed annually
	Join Now	Get Plus	Get PRO	Get Business
Video storage	500MB/week up to 25GB/year	5GB/week up to 250GB/year	20GB/week up to 1TB/year	No weekly limits up to 5TB total

THE JUNK DRAWER

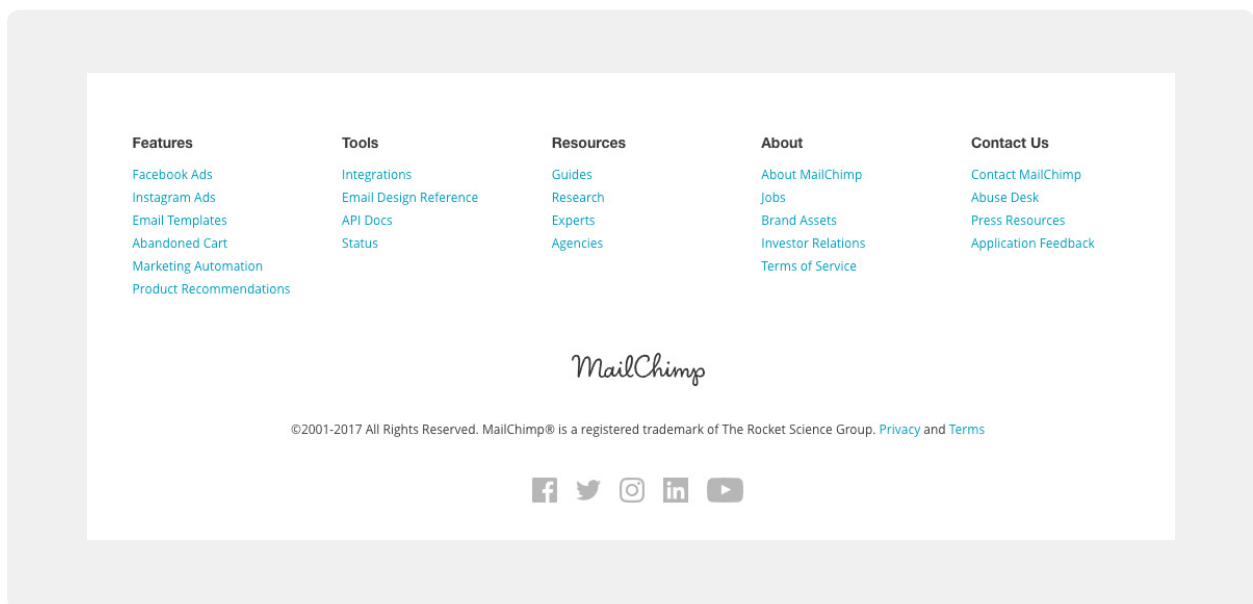
Websites are often cluttered with buttons and links people don't really care about. This is a problem because if we throw too much information at people, they disengage.

When you move all the extra links to the junk drawer at the bottom of the page, you make the entire website more simple and easy to understand.

Those who want to contact you or inquire about a job will search the website for that link, so you don't need to waste valuable real estate by featuring it at the top.

Create a junk drawer section at the bottom of your page so you can feature links without cluttering up the rest of your page.

Here are a few examples of a junk drawer section on a website:



get to know us

[read our blog](#)

[field stories](#)

[meet our staff](#)

connect

[contact us](#)

[help center](#)

[request a speaker](#)

resources

[download assets](#)

[see financials](#)

[in-kind donors](#)

get involved

[volunteer](#)

[brand partnerships](#)

[shop our store](#)

[charity: water is a 501 \(c\)\(3\)](#) • [privacy policy](#) • ©2017 • made with  in nyc • [we're hiring](#) • [get our awesome emails](#)



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ABOUT

Specializing in visual storytelling, Guy Bauer Productions is the go-to for brands that love pursuing and achieving awesome and loathe just checking the boxes. From commercials to corporate video and full development and branding capabilities to get your ideas out of your head and in front of your audience, they look forward to working alongside you and your team.

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About Us

Radiology and Imaging professionals come to us when they need help buying, selling, servicing and maintaining their medical imaging equipment: MRI, CT, C-Arm, Digital X-ray, PET/CT and Women's Health. We extend the life of imaging equipment so that healthcare providers worldwide can extend the lives of patients.

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Holt, MI 48842
info@blockimaging.com

Connect



The key to wireframing a website is to make it simple, easy to understand, and completely applicable to a customer's story. That said, be as creative as possible. Wireframe a website and then sleep on it. Is there a more creative way to feature authority? Could the images you use replace some of the text? Make your website unique and creative without confusing your customers, and you will win.

Next, I'll show you the latest sales page we created for StoryBrand. As you watch the bonus video in this section, I explain how I went from typing in the text to sending it to a designer to seeing the finished product.

SAMPLE WEBSITE WIREFRAME FOR THE STORYBRAND CERTIFIED GUIDE PROGRAM

THE HEADER

The Marketing Coach Everybody Wants

Become a StoryBrand Certified Guide

THE VALUE PROPOSITION

- Become a master marketing coach
- Add value to your coaching
- Help clients clarify their message

VALUE PROPOSITION

Join the Best

Join our community of trained, organized, and equipped marketing consultants who are changing the world one business at a time. It's more than a career, it's a community.

Have an Impact

The StoryBrand Framework helps companies grow, fast. Becoming a StoryBrand Certified Guide ensures you'll deliver marketing advice that gets results for your clients.

Earn More

Scale your coaching into a business or add StoryBrand certification to your repertoire of coaching deliverables. Either way, StoryBrand will increase your value in the marketplace.

EXPLANATION PARAGRAPH

Whether you want to become a marketing consultant, enhance the value of your existing coaching business, or add personal value within a large organization, the StoryBrand Certified Guide Program will get you where you want to go.

Click to hide text

StoryBrand has quickly become one of the most trusted names in marketing. Created by best-selling author Donald Miller, StoryBrand helps more than 3,000 business leaders clarify their message every year. And the results are incredible. Many businesses have reported doubling, tripling, and even quadrupling their revenue while spending less, not more, on their marketing efforts.

StoryBrand is certifying a select number of guides each year. A StoryBrand Certified Guide can consult with individual businesses to help them clarify their message and create a marketing strategy that works. StoryBrand supports these guides with an immersive one-time training, ongoing digital resources, and live ongoing support. We will help you learn our framework, consult with businesses and, if you want, turn your consulting into an independent business.

To become a StoryBrand Certified Guide: 1. Fill out our online application. 2. Have a brief conversation with one of our representatives. 3. Receive your training and get to work building or enhancing your consulting business.

Without a framework, you're just delivering marketing advice. But customers are looking for more. They're looking for a proven system they can trust to deliver results. Becoming a StoryBrand Certified Guide is your path to delivering results for your clients while building the career of your dreams.

Apply to become a StoryBrand Certified Guide today.

WHO IS THE MARKET?

Coaches just getting started

If you want to build a coaching business by taking clients through a proven marketing framework, our certification program will give you a foundation.

Established coaches

If you have an existing clientele and want to enhance your value by adding the StoryBrand Framework to your deliverables, our guide training will work.

Agencies and corporations

If you want to certify team members within your corporation, we can customize a plan for you.

THE PLAN

1. Fill out an application
2. Interview with a StoryBrand representative
3. Attend the 4-day immersive training
4. Launch your StoryBrand consulting business (or division)
5. Receive online, live, and community support
6. Scale your business into the career of your dreams

VALUE PROPOSITION

What do you get with certification?

StoryBrand Certified Guides receive **more than \$12,500** in StoryBrand training and products as part of their certification program.

2-day live **StoryBrand Marketing Workshop**

1-day live **StoryBrand Copywriter Certification**

Access to the **Online Marketing Roadmap Course**

Access to the **Online StoryBrand Marketing Course**

1-day live **StoryBrand Guide Certification**

Exclusive access to the **StoryBrand Guide online resource center**

A live representative to guide you in **building your consulting business**

Significant commissions on all StoryBrand products you sell to clients

Access to the **StoryBrand Guide Community**

VALUE PROPOSITION

How StoryBrand Certified Guides Get Paid

If you have an existing clientele, you're likely already charging a monthly fee for your coaching. If not, StoryBrand will give you a framework and path that is worth between \$300 and \$1,000 per month, per client, depending on your skill level. Here is a breakdown of how you can enhance your existing business or start a consulting business through our StoryBrand Guide Certification Program.

Charging monthly for consulting (per client)	\$300 – \$1,000
Commission for selling a live StoryBrand Marketing Workshop	\$600
Commission for selling the online StoryBrand Marketing Course	\$300
Commission for selling the online StoryBrand Marketing Roadmap Course	\$600
Commission for selling StoryBrand Copywriter Certification	\$1,000
Commission for selling a StoryBrand Private Workshop	\$1,500

If you build a coaching business that has 10 clients paying \$600 per month, and sell 2 units of each product each month, revenue will surpass **\$14k per month** or **\$168k per year**.

CALL TO ACTION

Apply, Watch Video

CORE DISCIPLINE #3:

WRITE AN EMAIL NURTURING CAMPAIGN

Email marketing is not dead.

Despite what people say. Despite the complaints about spam. Despite the fact that people would try to convince you that it's all “happening” in social media now, that there's no need for email. That's 100 percent wrong!

Email is *still* the number-one way to get things sold on the Internet. More things are sold via email than any other method, even more than Facebook, Twitter, LinkedIn, or Google Plus.

The problem is that most people are doing email the wrong way. If you're doing it *wrong*, then of *course* it won't work for you.

Why Is It That Email Still Works?

With so many new forms of communication available (think social media, messaging services, and texting, just to name a few), why does email still work at all?

It's personal. Email is the number-one way we communicate with our *friends*. Yes, we text and send messages, but if you think about it, for most of us the majority of communication we have with friends and relatives and coworkers is via email.

It's going to be that way for quite some time.

Email Sequences You Need for Maximum Sales

Exactly what *kinds* of emails do you need to write and send to your list? *How* do you deliver them?

The truth is, there's no *one* right answer.

There is no *one* system that fits all companies or all personas.

There's room for improvisation, room for testing and trying things that are different from what I'm recommending—or what anyone else is doing.

After you learn the fundamentals.

We will give you the fundamentals here, a general framework of how to think about your email sequences.

Three Core Email Types

There are three core “types” of marketing emails you need to be familiar with.

1. Campaign Sequences that you send “live”

A “campaign” is a series (or sequence) of emails that is sent over time for one specific purpose, like a product launch or promotion. “Live” simply means you’re writing the emails as you go, in real time.

2. Automated Campaign Sequences

This is where autoresponders come in. An autoresponder is an automated email sent without human intervention. The sequence is timed (one email per day or one per week, etc.) and triggered when a customer takes a certain action like making a purchase, signing up for a webinar, or registering to receive your newsletter (just to name a few).

3. Broadcast “one-off” emails

This is where you send an email to everybody on your list for one specific intended purpose. It’s not a sequence. It’s not automated and it’s not a live sequence—it’s just a single email. There are times and places where this is appropriate.

Let’s break this down and talk about these three categories, what they mean, and how you can build them yourself.

EMAIL TYPE 1 - Live campaign sequences

Live campaign sequences might be used for a *product launch* or a *promotion*.

A product launch is a large-scale product rollout; that probably means you're doing a big advertising campaign. You may have joint venture partners or affiliates promoting at the same time, so you're trying to achieve a certain amount of critical mass awareness of your product rollout. This can bring you a concentrated surge in sales.

All told you may write ten to twenty days' worth of emails in this product launch sequence—maybe one or two emails a day for the last few days—and it's all done “live.” It's written as you go so you can respond to questions and changes in the marketplace. You can include references to news, TV shows, and other current events in your emails that prove they're live. This kind of timely content will also match and mirror the experience and daily life of your prospects and readers.

A promotion works much the same way but is a smaller-scale kind of advertising campaign that does not center around a large coordinated effort. You may be promoting an existing product or a new product, maybe a small-ticket item, \$47 or \$97.

And yet, you're still promoting, and many of the same kinds of email copy that you're going to write for a full-scale launch will exist in this campaign.

Then there is the campaign sequence that I like to refer to as **the “meter-mover.”** You might want to increase the number of comments on your blog post, for instance, so you send emails that have a call to action asking people to comment on a blog post or on a podcast episode. Or you may ask them to share something via social media, on Twitter, Facebook, Google Plus, or LinkedIn. These are email broadcasts that are designed to move the meter on one or more of these particular channels.

EMAIL TYPE 2 - Automated Campaign Sequences

What about campaign sequences that are *automated*? These are similar, but the difference is they're not taking place in real time. They're not being written "on the fly." You're not able to make timely references to current events or respond to people's emails because all your messages are preloaded.

An onboarding sequence is a good example. An *onboarding* sequence is a series of emails that you write that introduces people to your way of thinking, your worldview, and helps them get to know, like, and trust you. This may be a series of seven to upward of thirty emails. The construction of such a sequence would be a book of its own.

Next is **the pre-event autoresponder sequence**, which I call "the tractor beam" sequence. If you're a *Star Trek* fan, you know a tractor beam is the magnetic space beam the Starship Enterprise used to draw other objects and ships to herself. That's what a pre-event autoresponder sequence does—it draws prospects toward you.

The most visible example of this might be if you're holding a webinar to promote the launch of your product. Leading up to the webinar, you might have an email you send out to get people to sign up for the webinar, and then after they sign up, they're placed on your email list and they receive a *pre-event autoresponder sequence* of four to seven emails sent out over a period of four to seven days. This sequence sells them on the benefit of actually attending the webinar they just signed up for.

Next is **the post-event autoresponder sequence** that I call "the pattern buffer" sequence. The pattern

buffer term also comes from the *Star Trek* TV series (might as well stick with the theme, right?). The Starship Enterprise used a technology called the *transporter*, which was a beam used to transport people from one place to another. When the person was taken into the transporter mechanism, they were “disassembled” at the atomic level and then reassembled at their destination (usually the planet below).

In the meantime, where *were* they? They were in what was called the “pattern buffer,” the “memory” of the transporter device. My point is that the particular people on the list we’re now discussing are those who signed up for your event, but for some reason they didn’t buy the thing you were selling.

What happens to them? Do we just abandon them to outer space? Let their molecules dissipate into the vastness of the universe? Or do we hold them in the “pattern buffer” with the hopes of being able to reassemble them as a customer at some point in the future? That’s exactly what we do, and that’s exactly what a *post-event autoresponder sequence* is—a series of emails that happens after the event. This sequence either points them back to a replay of the webinar (in this example), or to another piece of content in another format that might be more appealing to them.

Why is this important? If they didn’t attend your webinar, maybe it’s because they hate webinars. Maybe they wanted the information so much that they signed up for the webinar and then realized how much they dislike webinars and decided not to attend.

What do you do? Maybe you make a video replay available to them. Maybe you make a PDF version of the information available as an e-book or white paper. Maybe you do a teleconference call. Maybe you have a short, edited version where, if they don’t want to watch a sixty- to ninety-minute webinar, they can watch a ten-minute video instead. The point is, you give them other options for consuming the material. This might give you a better chance of communicating the sales message to them. We see on average 20 to 30 percent of our sales come through the post-event autoresponder sequence.

What about the people who bought? For them, there is **the post-sale autoresponder sequence**. You might ask why that's important. They already bought—why would you bother them? You might worry that this will remind them they bought and then maybe they'll ask for a refund. The whole point of the post-sale autoresponder sequence is to solidify the sale...

- To remind them of **why** they bought the product or service they purchased.
- To get them to **use the product or service** they purchased, because of the benefits.
- To **prevent** them from asking for a **refund**.

That's why I call these *post-sale autoresponder sequences* the “automated retention machine.” You want to retain their business, so this automated retention machine (ARM) reaches out to put your arm around them and allows you to walk alongside them, saying, “You bought this for a reason, it's going to help you. Let me show you *how* to use it so you actually get the help you *wanted*.”

This is an important sequence that you should write for each product you sell. Firstly, so you have a lower incidence of refunds, and secondly, so that people actually use what you sold them and benefit from it.

EMAIL TYPE 3 - “One-Off” Broadcast Emails

Next is the “social equity refill machine of niceness.” Admittedly it’s a long name, and I came up with the name so I could make the acronym “SERMON.” Why a sermon? You’re preaching to them to get them to come back to “church.”

Social Equity Refill Machine of Niceness

What on earth am I talking about? The SERMON is a series of emails that is sent out with no intention to get people to sign up for any new list. No intention to get them to sign up for a webinar. No intention to get them to buy anything.

These are emails that *just spread good will*, that *give them something free*. Maybe it’s a free video training that you made for them just because you thought it would be helpful.

Maybe you send them an email to someone *else’s* free training (and not as an affiliate). Maybe you saw an awesome TED Talk that you thought they might find useful or inspiring. You can send that to them and it creates good will. It refills your “social equity account” with them, just because you were nice to them.

Thus: “social equity refill machine of niceness.”

Now, I’ve told you about these sequences. You understand what they’re for. They can have any number of emails in them. Any of these sequences can be three emails long, five, seven, fourteen, or thirty. Some of our clients have email sequences that stretch out for a year and even two into the future, for each of these particular kinds of sequences.

Getting Started

All of this can likely seem overwhelming, but the key is to just get started. Here are some easy first steps to getting an automated email campaign up and running.

- 1. Connect a campaign to an online trigger.** Once somebody downloads a PDF or gives their email address to watch a video, they're in your system and you can create automated emails that go out to them for weeks to come, even while you sleep.
- 2. Write the first email.** Likely, your first email will deliver whatever content you promised when they signed up with their email address. This email should be nice and short and shouldn't sell anything. Just deliver the free content you promised. The only other thing you should add is something about your company that sets you apart. For instance:

Thanks for requesting our PDF, "5 Mistakes Most People Make with Their First Million." We hope you find it helpful. At Acme Financial, we believe investment should be simple and easy, and we've created plenty of resources like this one so you can enjoy your financial journey. If you'd like to set up an appointment, let us know.

- 3. Offer more value.** Even though you offered enormous value with your free resource, your second email should let customers know you will continue to offer value. This will let them know that opening your emails is worth their time and stop them from just deleting anything you send their way. The next email you send should be short and sweet but still offer a helpful piece of information or even a discount on a product. Let's continue with our Acme Financial Campaign:

Have you ever wondered how your financial advisor makes money? Most people work with a financial advisor and have no idea how they are actually paid. Below, I've listed 10 (of many) ways you are probably paying your financial advisor without even knowing you're doing it.

VALUABLE INFORMATION HERE

Why would we share this information with you? Because at Acme Financial we are committed to complete transparency. If you'd like that kind of transparency in all your interactions with an advisor, call to set up an appointment today.

4. Overcome an objection. In the fourth email you should consider overcoming an objection. Most people really want to do business with you but they're likely too busy or just too distracted to take the time, so they look for an excuse. But if you can overcome that excuse in your fourth email, they'll be more likely to call. What is the most common objection you hear regarding your products or services? Tackle it head-on in your fourth email.

5. Deliver a paradigm shift. A paradigm shift (language that says, "You used to think this, but now you should think this way") is a powerful tool to compel a distracted audience.

If your brand does something a little differently, you might want to focus on that in this fifth email. Here's an example from our fictional brand, Acme Financial:

Many of our clients come to us thinking there's only one way to manage their money. They sat down with an advisor, gave them a bunch of information, and then got back a strategy to either say yes or no to.

What they didn't realize is there were many other investment strategies they'd never considered because they'd never heard about them. When you schedule an appointment with Acme Financial, we're committed to reviewing your current situation and presenting 3 options for moving forward. Most companies only present a single option.

The truth is there are many strategies for sound financial planning. For instance, are you more interested in cash flow than long-term returns? Are you mostly concerned about tax strategy? Or are you simply wanting a safe investment that will help you retire early? Each of those concerns demands a different strategy. Schedule an appointment today and let's take a look at your current situation. Then we'll get back to you with 3 different strategies for managing your investments. We think you deserve options.

6. The sales email. In this sixth email, let's go ahead and ask for the sale. Though this is an example of a short email sequence, feel free to sprinkle sales emails throughout your nurturing campaign. Here's an example of a short, abbreviated sales email for Acme Financial:

Are you absolutely sure about what's happening with your money? When you sit across from a financial advisor, are you more confused than relieved as they explain what they're doing with your money?

How much time do you spend worrying about your investments? And how much is all that stress really bringing you down?

Schedule an appointment today and let us review your current investment strategy. Investment should be clear, simple, and enjoyable.

When you schedule an appointment, we will:

- 1. Review your current situation.*
- 2. Get back to you with 3 different strategies you can choose from.*
- 3. Execute a strategy that is right for you.*

You shouldn't be confused by your investment strategy. Things should be crystal clear and your investments should relieve stress rather than create it.

Call us today. Schedule an appointment. We will do the rest.

Sincerely,

Employee Name

IN CLOSING

Start with a simple nurturing campaign that ends with a sales letter, and you'll be on your way to becoming an email marketing wizard. Once you start studying open rates and click rates, you'll better know how to adjust your emails so they get the highest possible return.

Okay, let's move forward and diagram how a *great* sales letter actually works! On to the next module.

CORE DISCIPLINE #4:

Write a Great Sales Letter

Once you've got your StoryBrand BrandScript, you have made a huge leap ahead of your competitors in the market. When you use that BrandScript as the wellspring from which your sales copy flows, you will no longer have competitors.

The sales copy you will write as a StoryBrand-trained copywriter must be based squarely in a well-written BrandScript and must also feature the discreet structural elements of persuasive sales copy. Here are the elements of a good sales letter broken down into six parts:

The PASTOR Copywriting Framework™

- 1. Person, Problem, Pain:** Identify the person you are writing to, the problem that your product or service is intended to solve, and the pain your person is experiencing.
- 2. Amplify:** Stress the consequences of what will happen if that problem isn't solved.
- 3. Story and Solution:** Tell the story of someone who has solved that problem using your solution or even a solution like yours.
- 4. Transformation and Testimony:** Articulate the results that your product or service will bring, providing real-life testimonials to strengthen your case.
- 5. Offer:** Describe exactly what you are offering for sale, focusing on the transformation instead of on the deliverables (the “stuff”).
- 6. Response:** Ask the customer to buy, with step-by-step instructions telling them what to do next.

The 15 Building Blocks of a Sales Letter

The typical sales letter has fifteen basic elements or building blocks. It's a formula. The fifteen blocks fit within the PASTOR Framework. And if you follow the formula, you will get predictable results.

You will sell stuff.

Here's an outline of the building blocks, explaining how to use them and how they fit inside the PASTOR Framework.

*These first few blocks correspond to the "P" in P.A.S.T.O.R.™ – the **Person**, **Problem**, and **Pain**.*

1. **Headline:** The "ad for the rest of the ad"; its job is to get the reader to keep reading.
2. **Core Thesis™ Paragraph:** The one "big idea" you want people to leave with.
3. **Lead:** The beginning of your copy where you connect through the problem and pain they feel.

*These next few blocks correspond to the "A" and the "S" in P.A.S.T.O.R.™ – we **amplify** the pain, and we tell the **story** of our **solution**.*

4. **Body:** The bulk of your text; it consists of all the elements below.
5. **Subheads:** Smaller headlines separating major sections; the "bucket brigade" of your copy.
6. **Rapport:** Demonstrates you know the reader, their pain and problem.
7. **Bullet Points:** Brief statements that arouse curiosity.

*These next two blocks, correspond to the “T” in P.A.S.T.O.R.[™] – **testimonials** (and proof).*

8. Credibility: Answers, “Why should I listen to this person?”

9. Testimonials: Third-party proof that your solution does what you claim.

*These next few blocks correspond to the “O” in P.A.S.T.O.R.[™] – we are building the **offer** (which is really the transformation our product produces).*

10. Implicit Offer: The transformation.

11. Price & Value Justification: Highlights the value of the offer & contrasts it favorably to the price.

12. Risk Reversal: Removes the biggest obstacle to getting an order, which is fear.

13. Bonus: Unexpected gift that enhances the value of your offer, the “extra degree.”

*The final two blocks correspond to the “R” in P.A.S.T.O.R.[™] – requesting a **response** (asking for the sale).*

14. Explicit Offer (Call to Action): You “ask for the order” and tell the reader what to do.

15. PS (postscript): The place to sum up the top benefit of your product for your readers.
Include a “buy now” link.

Write an Email Sales Letter

There are two approaches to sales emails:

- 1. Emails that sell only the click.** We want the reader to click the link that leads them to a sales page or sales video. Thus, these emails are very short and to the point, because we are selling only the benefit of clicking the link.
- 2. Emails that sell the product itself.** This is a shortened version of the on-page letter. Take your on-page copy, and chop out all the preamble, leaving only the offer and call to action. Then add a compelling story paragraph (born out of your BrandScript), a transition sentence that joins the story to the offer, and voilà! You have an email that sells the offer. These are usually only effective after the reader has been through a nurturing sequence.

Sample Sales Letter

Watch as Don writes this sample sales letter using the P.A.S.T.O.R framework. Can you use the P.A.S.T.O.R. framework to write an effective sales letter of your own?

Belmont Neighborhood Pet Shop

PROBLEM

As our dogs get older, they need less and less grain in their diets. Grain can lead to arthritis, bone spurs and other painful conditions dogs suffer from in their later years.

AMPLIFY

Not only this, but a high-grain diet can take a year or more off a dog's life. And even their final years can lack the enjoyments healthy dogs often experience.

STORY or SOLUTION

We find that when we put dogs on a diet consisting of Royal Canin's adult formula, they thrive. Royal Canin's adult formula, mixed with a fish oil supplement and Dasuquin, are both proven to slow the advancement of arthritis in dogs, contain no grain and no inflammatories allowing dogs to look and feel their best even in their later years.

TRANSFORMATION AND TESTIMONY

One of our frequent customers, a chocolate lab named Dexter, started walking better in only 3 weeks on the simple protocol. Dexter's owner had stopped taking him swimming because his limp had gotten so bad, but we just heard yesterday Dexter is back in the water and enjoying the beautiful summer.

OFFER

We are now combining Royal Canin's adult formula with a bottle of Dasuquin (dog's love the flavor and think of it as a treat) and a fish oil supplement all for a \$20 total savings. A 60lb dog will take about a month to eat this much food so this amounts to a \$240 savings this year alone.

RESPONSE

Come down to Belmont Neighborhood Pet Shop today and pick up your first month's supply. Your older dog is going to love the start of Royal Canin, and they're going to love you even more for helping them feel better and live longer.

When you come, mention this letter and we will make sure you get your full discount. Don't delay any longer. Come on in today.

Best,

Owner Signature

CORE DISCIPLINE #5:

Write A Lead-Generating PDF

Knowing how to create a lead-generating PDF will help you establish yourself as an authority in your field, collect email addresses, and endear customers. If used correctly, a lead-generating PDF is a powerful tool you can use to grow a company.

Essentially, a lead-generating PDF allows StoryBrand clients to offer something in exchange for email addresses, which they can then use to on-ramp customers to purchase their products and services.

A lead-generating PDF accomplishes at least three things:

1. It provides enormous value for customers.
2. It establishes your client as an authority in their field of expertise.
3. It creates reciprocity in potential customers.

Here are five kinds of PDFs you can create. Though your options aren't limited to these five (the more creative, the better), knowing how to create these five will take you a long way.

1. The Magazine Article

Many clients will already have some kind of white paper they can deliver about their products and services. While white papers are nice, they really don't work to attract a wide swath of potential customers. What you'll want to do, then, is turn the white paper into a magazine-style article complete with callouts, images, charts, and so forth. Not unlike a website, you'll want your PDF to be scannable.

2. The Interview

A great way to create a PDF is to simply interview either an expert in your field that could give valuable information to your customers, or actually interview one of your customers about how they used your product or service to improve their life. The key is to focus the interview on being informative for the end user. Why is a metal roof more economical in the long run? What are the seven reasons eating a low-carb diet is great for preventing heart disease? Remember, this isn't an interview that aims to get to know the interviewee, it's an interview that offers incredible value and creates reciprocity in the heart of the reader.

3. The Checklist

Creating a PDF of an expanded checklist has proved incredibly valuable for many StoryBrand clients. A checklist simply walks the reader through a list of ideas for them to consider. For instance, a local medical clinic might put a checklist in the lobby called the “Healthy Body and Mind Checklist” that would include things like, “Have you had your flu vaccine?” and, “Have you been tested for vitamin B deficiency?” and so forth. Or, the checklist could be reverse engineered to say things like, “Do you get tired around 3:00 p.m. every day?” followed by, “If so, consider a vitamin B shot.” The aim of the checklist is to highlight the various revenue streams of a business but to use language that elaborates on the pain points each of the revenue streams resolves.

Think of a checklist as a way to create a “menu of products” for a business. Just like a restaurant, a checklist allows potential customers to read through a list of all that a company offers while also explaining what pain points the products will relieve in their lives.

4. The Value List

A value list is one of the simplest and yet most effective PDFs you can create for your clients. Examples of value lists are things like, “52 Tips for Giving the Best Talk of Your Life” or, “8 Things to Look Out for When Buying a New Car.” Every company should have a value list PDF of some kind. “10 Ways of Winning at an Auction” would be a great value list for a company looking for people who like to go to auctions. If anybody downloads that PDF, the company would follow up with an email campaign on-ramping them to attend one of their auctions.

5. Free Samples

Another effective PDF would feature samples from the product you are selling. For example, if you're selling a day planner, you could feature a PDF about time management along with seven days of worksheets to fill out. If customers want more, they can purchase a full year.

If you're writing for a grocery store or restaurant, a PDF might include recipes people could create at home. If you're writing for an arts-and-crafts store, your PDF could include a DIY project that would require customers to come into the store to get materials. Free samples are fantastic lead generators, and a PDF could help communicate the trial engagement.

NEED SOME INSPIRATION? Swipe some ideas from these examples

One key to having an effective lead generator is to give it an irresistible title. These are some sample lead generators I've seen that work incredibly well. There's no need to reinvent the wheel. Leverage these proven examples and create something similar.

"5 Mistakes People Make with Their First Million Dollars" A downloadable PDF guide offered by a financial advisor who wanted to find young, newly wealthy clients to help them with their financial planning.

"Building Your Dream Home: 10 Things to Get Right Before You Build" – A free e-book offered by an architect who wanted to establish herself as a guide to families looking to build a custom home.

"Cocktail Club: Learn to Make One New Cocktail Each Month" – This was a monthly event put on by a liquor store. The objective for this promotion was to deepen the relationship the store had with its customers.

“Becoming a Professional Speaker” – A free online course offered by a business coach for those that wanted to become professional speakers. This generated leads for long-term subscriptions to his coaching service.

The ideas go on and on. Now that you’re aware of lead generators, you’ll see them everywhere. Keep a running list of lead generator possibilities. If one strikes you as abnormally strong, get to work and create a version of your own! The key here is to avoid falling into “paralysis by analysis.” The best and easiest place to start is with a downloadable guide in PDF format.

ODDS AND ENDS

Catchy Title

Make sure your lead generator has a catchy title. Think “click bait” when it comes to lead generators. A title like “Cooking Without Gluten” isn’t half as interesting as “The Best Gluten-Free Pizza on the Planet, Plus Ten More Mouthwatering Recipes.”

Make It Scannable

As I mentioned earlier, make your PDFs scannable. I realize you’re paid to write, but really, you’re paid to get readers, and readers like to scan. Think about images, drop caps, callouts, and anything else that will move a reader through a document. Less text is better!

Speak into the Design

Just because you turned in the text doesn’t mean you’re done. You’ll want to stay involved in the project all the way through until it starts seeing results. If your client has hired a designer, ask to speak into the design. You knew when you wrote the PDF what you were trying to communicate, so make sure the design helps rather than hinders your intentions.

Be creative with your PDFs, but always remember the point is to help your clients create and convert leads!

EXAMPLE LEAD GENERATING PDFs

We’ve included a couple sample lead-generating PDFs that have performed well to inform customers, create reciprocity, and create sales. Enjoy!



5 Things Your Website Should Include



By Donald Miller

Why most websites don't create sales

As a rule, people should be able to go to your website and understand what you offer within five seconds. If it takes them longer than five seconds, you're losing sales.

Do your customers understand your central message?

At the StoryBrand Marketing Workshop I've worked with over 1,000 businesses, non-profits and personal brands to help them **clarify their message**. These are the 5 suggestions I most often make to them regarding their websites.

Make these five changes and you'll increase sales, create fans of your business and stop losing to the competition.

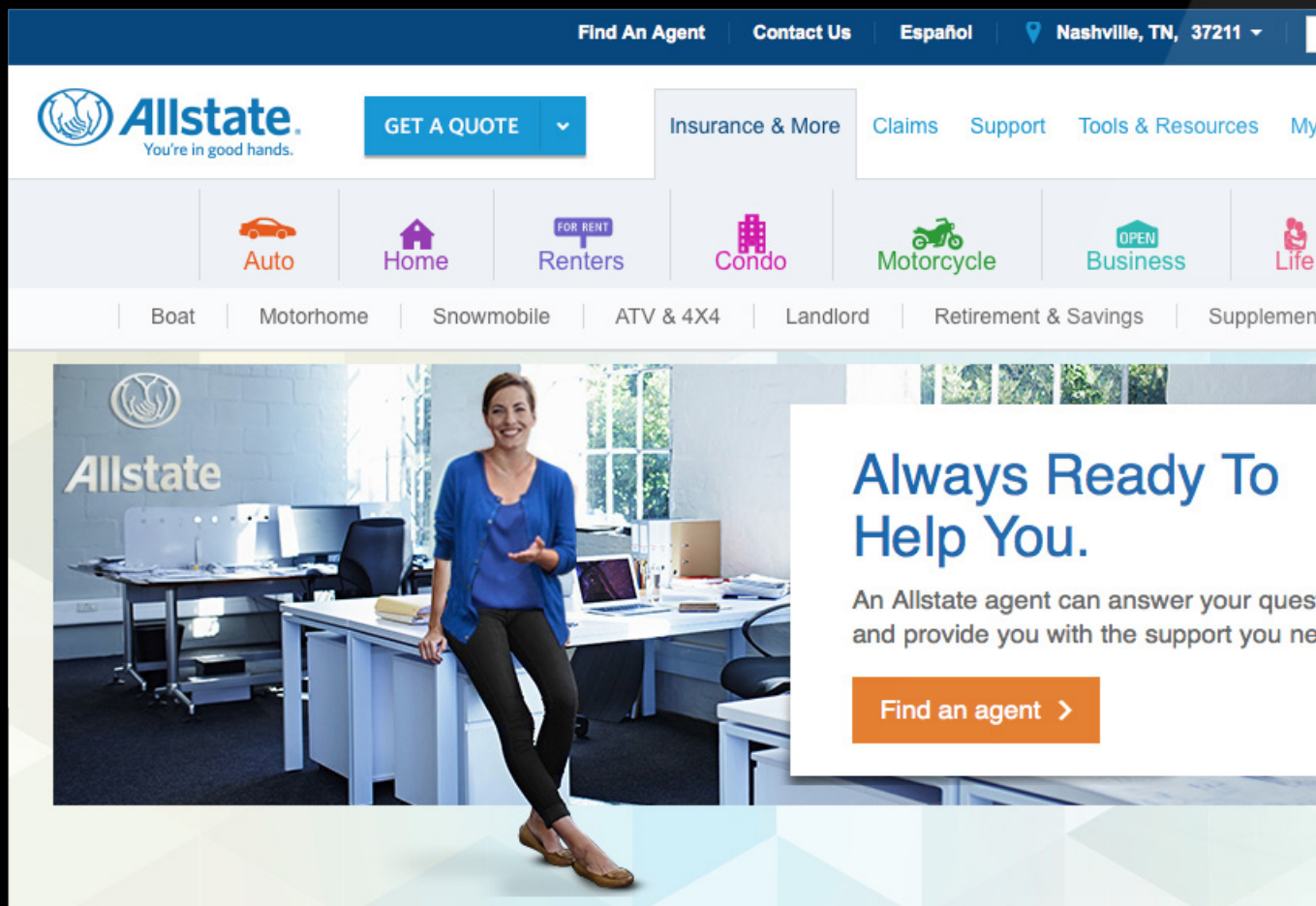
Sincerely,

Donald Miller

CEO, StoryBrand

1

Your website should include an
easy-to-understand tagline



The purpose of a website has changed dramatically in the last 5 years. Where a website was once a storehouse for information about a company, it's now a supplement to a broader marketing campaign. As such, it must be simple and compelling. A website should compliment your overall brand strategy supporting, clear ideas you've identified as the primary message of your brand.

What's the message of your brand? Hopefully it's about what you offer and what it has to do with the customer. If you're a plumber, you fix anything that leaks and you do it at a shockingly competitive price. If you're a life coach, you get your clients back on track so they can achieve more this year than ever before. If you're a writer, you write chilling adventure stories that will make our summer-reading lists sizzle.

AVOID THE CURSE OF KNOWLEDGE

At StoryBrand, we teach our workshop attendees to avoid the curse of knowledge. The curse of knowledge happens when a business leader knows so much about their products and services, they project that knowledge on their potential customers. Most customers, however, will only give you a couple seconds to make your pitch, and that means it needs to be easy to understand. The best way to be easy to understand is to say it in clear language.

For example:

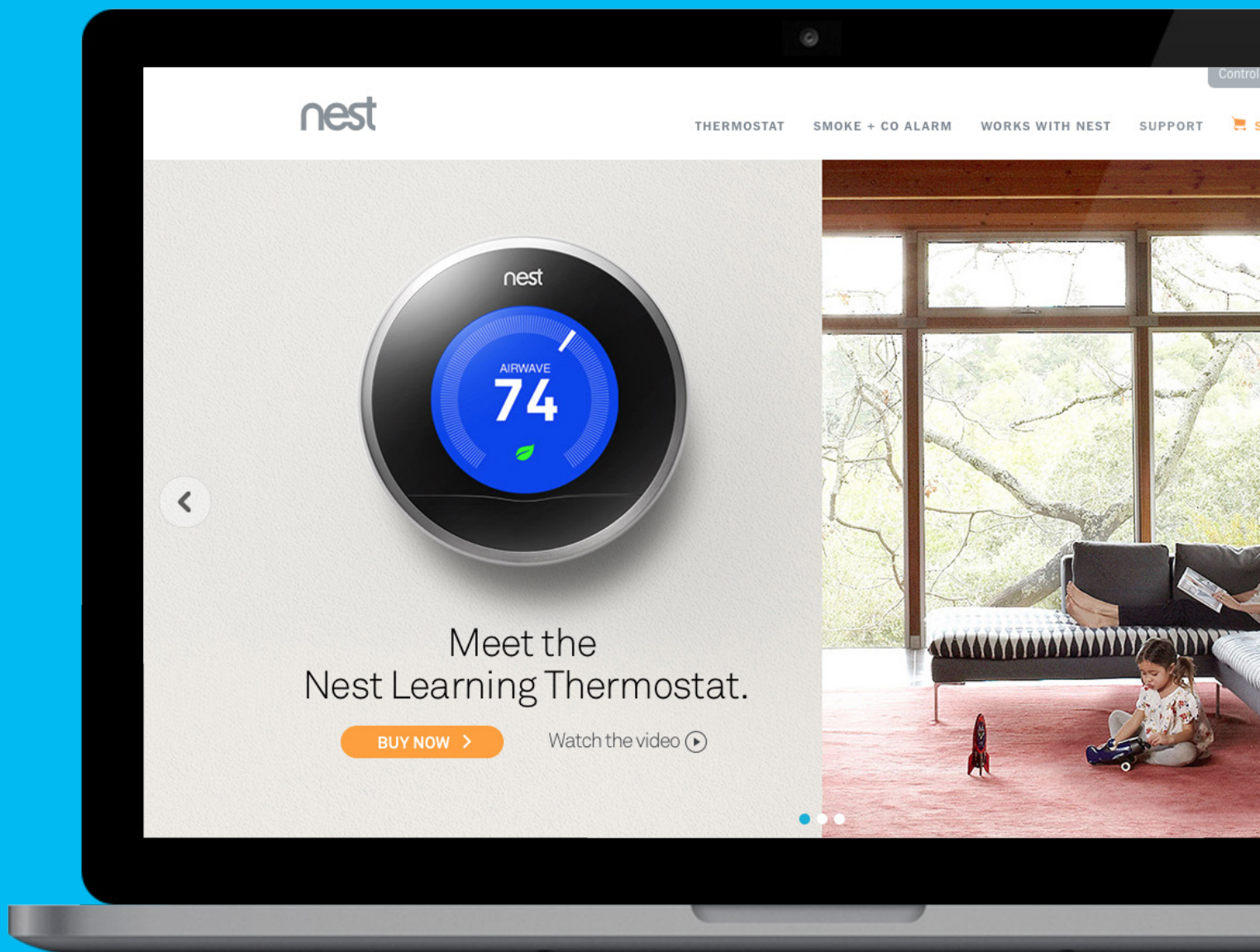
- We clean gutters
- Your lawn will look perfect
- Get fit with a personal trainer
- Let us cater your special occasion
- Lease an apartment within walking distance of work

Not long ago one of our clients was worried his business was too complicated. As an industrial painter, he served a wide variety of customers ranging from auto-part manufacturers and construction contractors. When we carefully reviewed his website, though, we convinced him that he really wasn't communicating anything of value to any of his customers. The front page of his website talked about how long he'd been in business and how his grandfather had started the company. But just because he had to cast a wide net didn't mean he couldn't be specific. We convinced him that if he created a well-designed website with a picture of a guy in a white shirt painting something and used the tagline "We Can Paint Anything" along with a bright, obvious "Get a Quote" button, his business would increase. Everybody in the workshop agreed, and thankfully our client is learning to simplify his branding material.

Take action: Come up with a tagline for your brand and make sure it's easy to understand. That's the first thing you'll need on your website.

2

Your website should include
an obvious call to action



Not long ago I needed help designing keynote slides for an important presentation. Our designer was busy with more important projects so I went to Google looking for help. I narrowed down my search to two design firms. The first firm had a visually stunning website complete with moving images of a boat floating up the river and designers sitting in the office completing projects. Links on the website led me to read about their core values, and sample work was presented in a separate portfolio page. I was in.

The only problem was, other than a contact button, they didn't give me a clear and simple way to set up an appointment. I decided to check out the other design firm. To be honest, the other firm's website wasn't designed as well. I mean it looked good, but nothing compared to the other guys. And yet, right there on the front page a simple sentence drew my eye — "If you want to hit a home run on your next presentation, we can help you with the slides." Then, there was a button that simply said "Get a Quote." I clicked the button and a week later I was writing them a check for the work they'd done.

It's amazing how many companies don't clearly ask for the sale.

One of the clients who attended our workshop was a 17-million dollar candle maker. As we analyzed their website we discovered the candle responsible for 30% of their overall revenue was hidden in the back pages of their site. This was an enormous mistake. We

counseled them to feature the candle on their front page along with a “buy now” button. We call this “sailing in the direction of the wind.” If your business is known for something, by all means feature that on your site and make it very clear how people should buy it.

LEAD WITH YOUR DOMINANT REVENUE STREAM

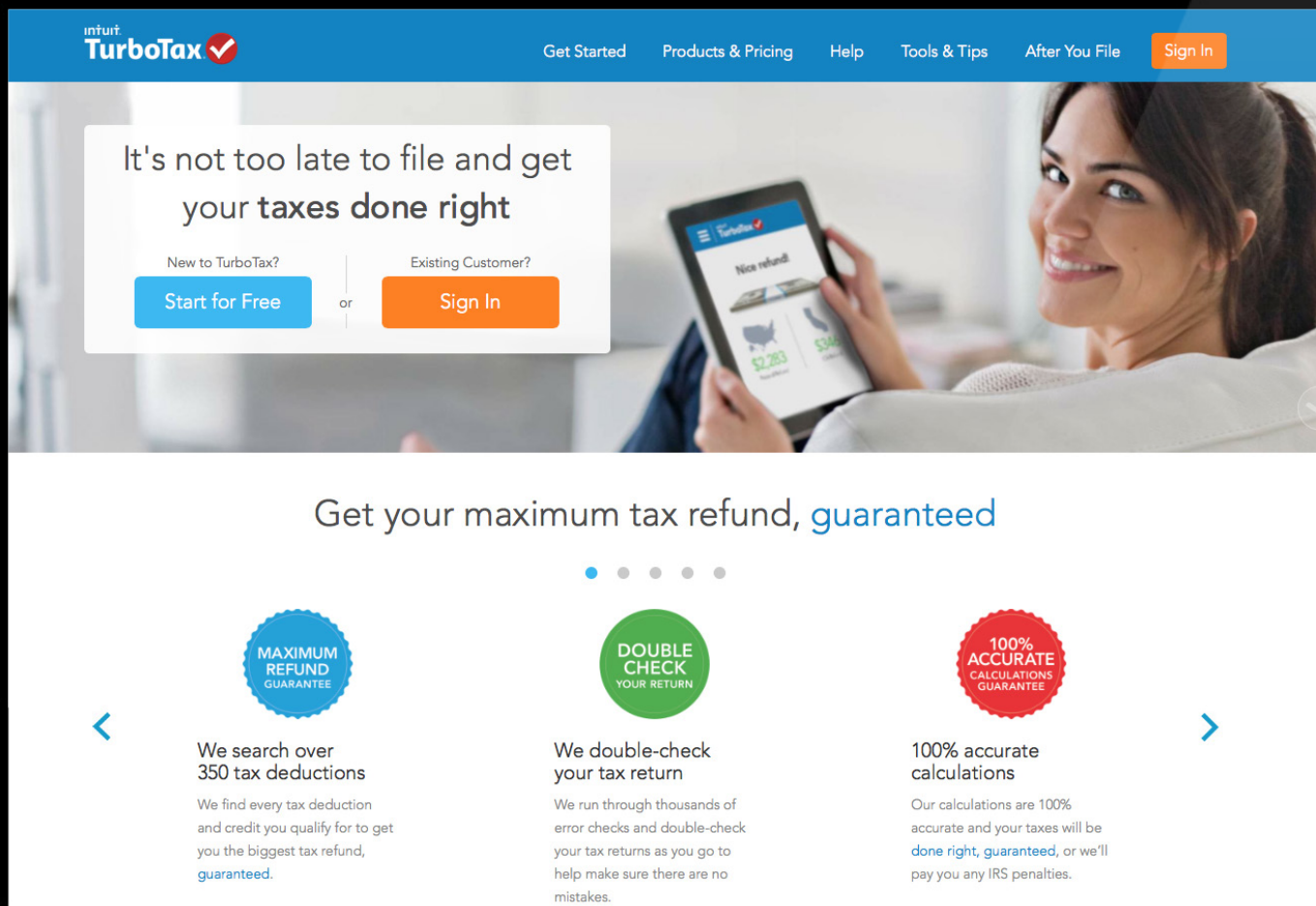
So what should the obvious direct call to action be on your website? It should be a request to place an order from your dominant revenue stream. And if your dominant revenue stream requires consultation, it should be a request to make an appointment. Whatever it is, that button should be the main focus of your website. Consider making it a bright color or putting it in the top right of your website. And make sure it's on every page so customers never venture too far from being able to press it. You'd be amazed at how many sales you're losing because you're making your customers work too hard to buy the thing they really want from you.

Examples of direct calls to action:

- Buy Now
- Place an Order
- Get a Quote
- Schedule an Appointment

3

Your website should visually display the success your client will experience if they use your product or service



When choosing images for their websites, StoryBrand attendees are often tempted to use images depicting who they are as an organization. But remember, a website isn't about your company, it's about your customer. Everything on your website should be created with your customers in mind. So as much as we want to show the front of our building or pictures of ourselves with our kids, we should avoid the temptation.

Instead, we should use the images on our site to tell a story of what life will look like if potential customers purchase our products and services. Will they be more happy? Then show images of people happy with your products.

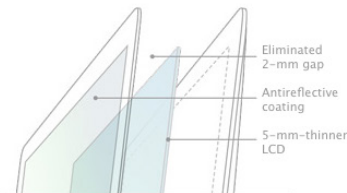
One of the paradigm shifts we introduce StoryBrand clients to is that customers buy solutions to internal, not external problems. What we mean by this is every external problem, whether it's a leaky faucet or a flat tire, manifests an internal problem — that being frustration, confusion or even the feeling of “I don't have what it takes.”

Don't be mistaken, your customers buy your products to relieve their internal tension. And when you show images of people who've had that tension relieved, your customers will be more likely to seek your expertise.

Use the images on your site to visually reveal what will happen if potential customers engage with your brand.

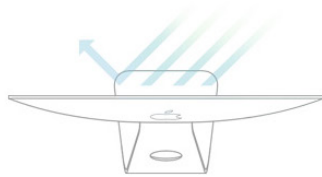
4

Your website should break down
your products and services into
bite-sized categories



Close to the action.

Instead of being set behind the cover glass, the iMac display is right up against it. We used an advanced process called full lamination, which eliminates any gap between the LCD panel and the glass. Now every image looks as if it's leaping right off the screen.



Low reflection.

Full lamination has a second major benefit: It eliminates the reflection of light off the LCD panel and off the back of the display's cover glass. But we also figured out how to reduce reflection off the front of the glass without compromising color quality. Instead of applying an antireflective coating to the glass in a conventional way, we adapted a process used on smaller surfaces like camera lenses and fighter pilots' helmets. It's called plasma deposition, and it involves coating the glass with layers of silicon dioxide and niobium pentoxide so precise and so thin they're measured in atoms. The result: astoundingly low reflection — and vibrant, accurate colors.



Individually calibrated for true-to-life color.

None of these innovations would matter much if the iMac display didn't deliver vivid, true-to-life color. Which is why we put every display through an exacting color-calibration process using state-of-the-art spectroradiometers. This equipment is tuned to meet color standards recognized around the world for



One of the most common questions we get involves clearly communicating what a company does when they've got a lot going on. One of our clients is a retreat center that specializes in experiential therapy. They've got programs for couples, for people who've experienced trauma, for clients struggling with managing their money and a host of other important issues.

We needed to figure out what their main source of revenue was. After finding out one of their programs earned 40% of their overall revenue, we knew that program had to be featured on the main page. In fact, we gave that program prime billing at the top right of the page.

After making sure we protected the dominant source of revenue, we then broke down each of their programs into one of three categories, High Impact Leadership, Successful Relationships and Overcoming Trauma. This way, people browsing their site could easily find a category that was right for them. In fact, some of the programs were listed in multiple categories because there was overlap.

The point of this is if you list all your products and services on your main page, people are going to get bogged down. People don't like to have as much choice as you think. The reason Restoration Hardware only sells a few colors of paint is they figured out presenting fewer choices up front increases interest. That's also

why only a fraction of their furniture choices are on the showroom floor. Giving customers fewer choices allows them to really engage in the products that have been put on display.


So, if you have a lot going on, can you categorize your products or services into two or three choices? Can you simplify what your company offers into your dominant streams of revenue? If so, you'll be able to create a site that doesn't overwhelm your customers.


5

Your website should be a clear communication of your BrandScript


PROJECT _____

THE ONE PAGE BRANDSCRIPT


**A CHARACTER**
What do they want?


**MEETS A GUIDE WHO UNDERSTANDS THEIR FEAR**
Empathy


Authority


**THAT CALLS THEM TO ACTION**
Direct


Transitional

**SUCCESS**
Successful Results
• _____
• _____
• _____
• _____
• _____
• _____
• _____


**AND GIVES THEM A PLAN**
Summarize your plan

**THAT RESULTS IN...**

**FAILURE**
Tragic Results
• _____
• _____
• _____

**IDENTIFY TRANSFORMATION**
From

To

**WITH A PROBLEM**
External

Internal

Philosophical

STORY

BRAND

A

BrandScript is a document you can use to make sure you're always completely on brand in your messaging.

You can create your customized BrandScript at a StoryBrand Workshop. Most companies have tried so many branding techniques that their communication has become cluttered and confusing. A BrandScript means you know exactly who you are and what you offer your customers and it reigns you in so you never go off-brand.

The 8 critical features of a BrandScript can be created by answering these questions:

1. What does your customer want?
2. What's the external problem they are dealing with?
3. What's the internal problem? (How is the external problem making them feel?)
4. What empathetic statement can your brand make toward your customer's internal problem?
5. Why are you an authority to solve your customer's problem?
6. What's your plan to ease your customer's fear and confusion?
7. What is the direct call to action?
8. What does life look like for your customer if you solve their problem?

The answer to these questions will provide all the material you need to create your website, email blasts, sales presentations and even your philosophy of business.

Based on a story structure that has been proven to compel a human brain, answers to these questions are exactly what your customers are looking for. If you provide answers to these questions, potential customers will recognize you have something they need.

Attend the StoryBrand Marketing Workshop with Donald Miller



**Get more
customers**



**Convert browsers
to buyers**



**Speak more clearly
than the competition**



**Grow your
business fast**

REGISTER TODAY



HOW TO TELL A STORY

— BY —
DONALD MILLER

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INTRODUCTION

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Why does story matter?

There are many definitions for the term *story*. Everybody from Plato to Weird Al Yankovich has chimed in. If you're reading this eBook, though, you're likely not looking for a philosophical definition. You're likely wanting to know how a good story works, why it captivates the brain, and perhaps, how you can learn to tell one. If so, I'm glad. That's the stuff I'm interested in too.

Whether you're a speaker who wants to compel an audience, a business owner who wants to tell the story of your business, a writer who wants to write a novel or a parent who wants to send your kids to bed dreaming of other worlds, this eBook is designed to help.

Psychologist Uri Hasson of Princeton University spent a season observing the brain images of people as they listened to and watched stories unfold. His 2008 study revealed that while watching television, our brains are far from inactive, depending on what we're watching. While watching a ten-minute clip of a Sunday Morning concert in New York's Washington Square Park, only a five percent stimulation response was noticed in his subjects' cortex. But when Hasson showed them Alfred Hitchcock's film *Bang! You're Dead*, his subjects elicited a 65% response. Stories cause the brain to come alive.

Last year people spent more than 490-billion dollars at the box office. What this means is we hunger for stories the way we hunger for food. Stories are a recurring commodity for which demand will never be fully satisfied. Just because we can't see and touch stories doesn't mean they can't be bought and sold. George Lucas sold his Star Wars plot lines and characters to The Disney Corporation for 4-billion dollars. But what did he sell? He sold a napkin on which an idea had been scribbled. He sold a fictional universe of his imagination. In fact, in the contract to Disney, Lucas sold the names of more than 30-thousand non-existent planets. What did he really sell? He sold a story.

Stories do more than entertain, though. If you want people to understand and identify with a complicated concept, tell a story about it. Telling a story often creates a "clicking experience" in a person's brain allowing them to suddenly understand what someone else is trying to say. As such, those who can tell good stories will create faster, stronger connections with others.

The power stories have on the brain is beginning to be understood by businesses. A recent article in the Harvard Business Review spoke of stories as the future of marketing, and for good reason. Keith Quesenberry, a lecturer at Johns Hopkins Center for Leadership Education spent a season studying the effectiveness of over 100 Super Bowl commercials. He successfully predicted the commercials that told the clearest story would be the most likely to go viral. And he was right. A Budweiser commercial featuring a puppy who made friends with a horse, a 30-second spot that could almost be considered a movie plot condensed into a beer ad, got more traction than any ads featuring scantily dressed women or humorous pranks. “People think it’s all about sex or humor or animals, but what we’ve found is that the underbelly of a great commercial is whether it tells a story or not,” Quesenberry said. He went on to add, “The more complete a story marketers tell in their commercials, the higher it performs in the rating polls, the more people like it, want to view it and share it.”

Stories are terrific tools for communication. They instruct, provide rest, give us inspiration and help us learn empathy for others. On the other hand, stories can do an enormous amount of damage. A story is a tool and in the wrong hands it can devastate entire cultures. Find me an evil dictator who has risen to power and I’ll show you a leader who, if nothing else, is an exceptional storyteller.

Robert McKee, one of the world’s foremost thinkers on story believes story calibrates a moral compass in our brains. He says it’s from story we learn what to value in life, what’s beautiful and what’s banal, what to live for and what to die for.

Story is no longer a tool only for artists. The rest of the world is beginning to understand that entire cultures are being shaped by the story tellers, and business leaders, pastors and parents are starting to wonder how they can incorporate more stories into their communication methodology. And they will all benefit for doing so.

Thankfully, telling stories is a skill we can learn. There’s some structure to the art, some form, but once the form is learned, a practiced storyteller can captivate an audience of thousands as though they were a few friends sitting around a campfire.

I put together this eBook to introduce those who want to tell better stories to the most basic of storytelling structures. Simple as this structure is, though, it's powerful. Once you master the simple plot I outline, you'll never watch a movie, read a book, watch a television commercial or listen to a State of the Union address the same again. You'll begin to pick up the patterns, and as you do, you'll incorporate them into your own communication.

My hope, then, is you better connect with the world around you, and the good things you're trying to bring into the world will flourish in the fertile soil of a story well told.

Here's to telling better stories.

Sincerely,

Donald Miller

PART ONE

//

A good story doesn't happen by accident

The best definition I've heard for story is that it is a *sense-making* device. One of the reasons people are drawn to stories is because within a story, life seems to be clear. When we hear a story we know exactly who a character is, what they want and what they're up against. We also know what great thing will happen if the hero succeeds and what tragedy will befall them if they fail. Real life doesn't quite work that way. Most people wake up every morning not quite sure what needs to be tackled first, what really matters in life, or what the stakes will be if they succeed or fail. Stories, then, present a clear and condensed version of life and for that reason people are drawn to them.

It's true, the human brain is drawn towards clarity and away from clutter.

A good story should be clear. The more a story rambles and wanders, the more it feels like real life and the less people will engage. When I say a story should be clear, I mean it should follow a series of events that make the most sense to a story's listener. So how do we tell a clear story? The first paradigm shift in understanding how to tell a clear story is this:

***Stories have pre-decided plots as opposed
to a random series of events.***

It's true, stories have structure and there are many types. There are three-acts, five-acts, anti-structure stories and so on. In fact, when a Hollywood screenwriter sits down to write a screenplay, he often plugs specific events into specific modules within a piece of software that insures he isn't getting too cluttered in his storytelling. On page three, for instance, he knows his protagonist has to do something kind to win over the audience and on page seven the protagonist has to get into trouble. And on and on it goes.

In fact, after studying stories for more than a decade now, I've realized the films *Tommy Boy*, *Star Wars: A New Hope*, *The Hunger Games* and even *Moneyball* are basically, at their bones, the same plot. Simply plug in different characters and different dilemmas while keeping the same form and you've got a winning structure for a story.

You can think of story plots the way you might think of musical scales. For instance, if I played a recording of a dump-truck backing up, a child crying and perhaps some wind chimes being blown in a breeze, you wouldn't consider that music. You might even call it noise. So then what is the difference between music and noise? They are both, after all, vibrations in the air that stimulate your ear drums.

The difference between music and noise, though, is form. Noise becomes music when it submits itself to certain rules. Harmonics and melodies and so forth are simply noise tamed.

Does this mean all music is formulaic? Not at all. Within the structure of music scales and harmonics there is infinite creative space. But break the rules and music turns to noise quickly.

Story is no different. **A story is the organization of events so as to be told through a set form.** A series of random events becomes a story when it's organized and told through a structured plot. And not unlike music, within the rules of story, there is an infinite pool of creative opportunity.

The point is this: Good stories don't happen by accident. They are formed and molded and edited so they are clean and clutter free. And it's not always the "best" stories that get the most attention – it's more often the ones that are the most clearly told. Remember, the human brain is drawn to clarity more than action or comedy.

In the next section, I'll introduce you to a fixed plot in which you can insert any number of characters, conflicts and endings to create an infinite number of stories. You can even use the plot to organize the events of your day so that as you retell your day, your audience will be more compelled.

PART TWO



The structure I use to tell stories

For purposes of brevity, in this eBook I'll tell you about a plot structure I've developed to help me tell stories. It's a simple, seven-step process I've used in all of my books, in a nationally-released movie I co-wrote, in song lyrics I wrote for a top-selling country band and even in the marketing strategies for multi-billion dollar brands.

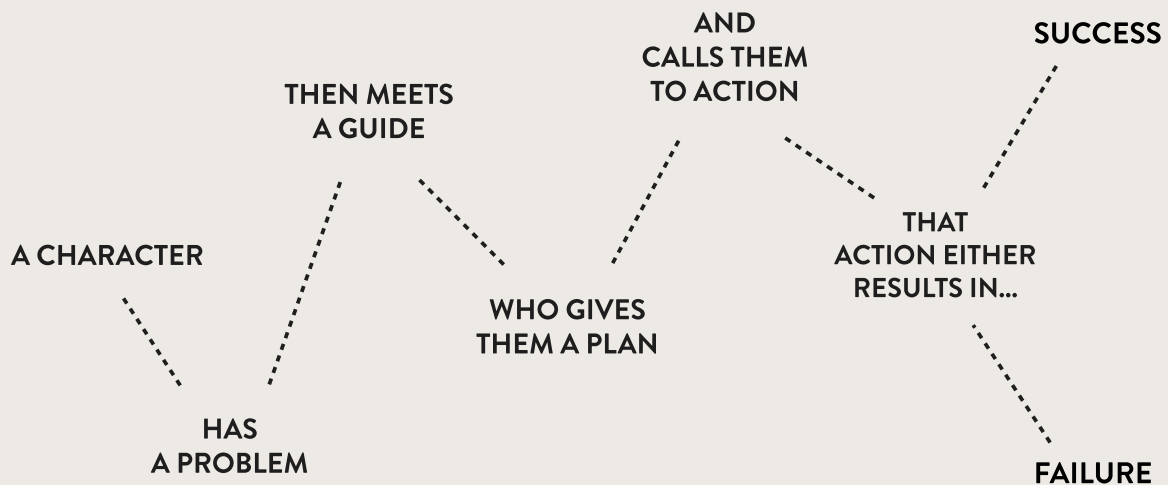
The structure is so simple it's become second nature for me. When I come home from work, I often recall my day through the plot structure I created. I don't even know I'm doing it, but because I do, my wife better understands what happened that day and even better, she doesn't find me boring. At least not most of the time.

Here's the simple structure I use:

***A character has a problem, then meets a guide
who gives them a plan and calls them to action.
That action either results in a success or failure.***

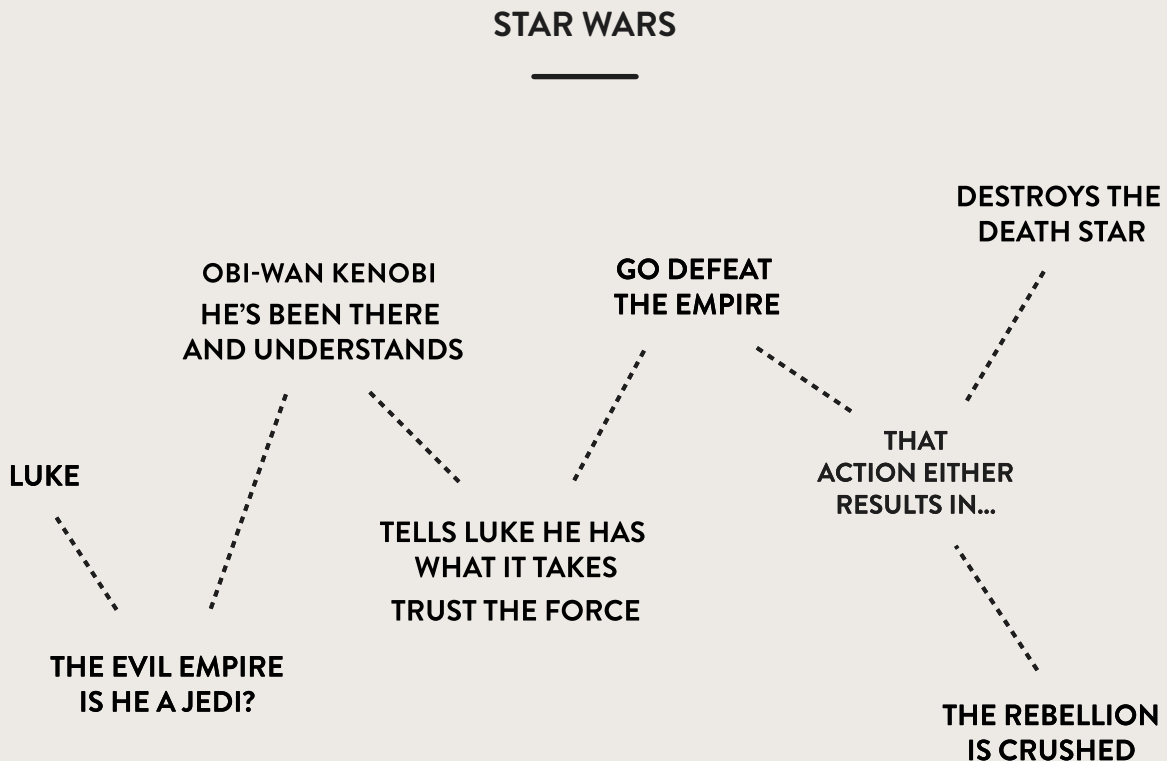
That's really it. In those two sentences rest the plot lines for thousands of Hollywood movies that have raked in billions of dollars.

Here's the plot I just spoke of on a grid:

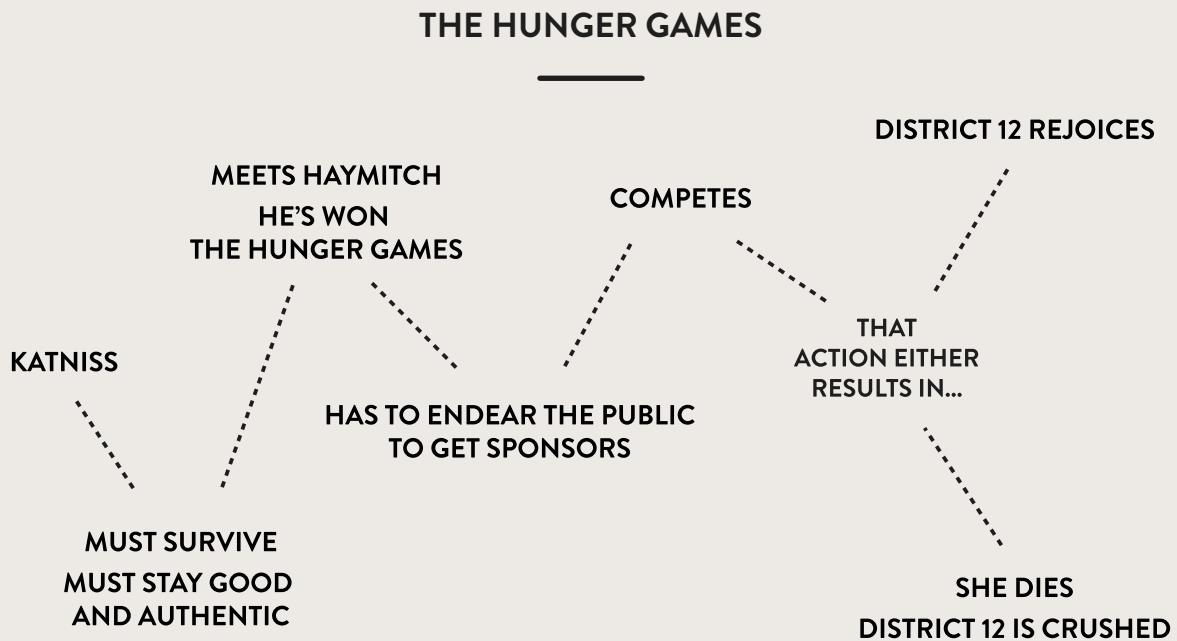


If you think about it, that's the same plot structure for all the movies I mentioned earlier. From *Star Wars* to *Tommy Boy* to *The Hunger Games*, that's it.

In fact, here are the grids for the movies *Star Wars* and *The Hunger Games*:



In the movie *Star Wars*, Luke Skywalker wants to fight against the evil empire, but he also wants to know if he has what it takes to be a Jedi. He meets a guide named Yoda who gives him confidence, a plan and training to go out and defeat the enemy. The comic or happy ending happens when Luke destroys the Death Star and preserves the Rebellion to fight another day.



In the first *The Hunger Games* movie, Katniss is trying to survive the games and needs the help of Haymitch. Haymitch gives her confidence and a plan. She will need to endear the public to get sponsorships that will benefit her in the games. She takes action by participating in the games and, after a struggle, finds a happy ending in which she lives to fight another day and delivers hope to her family and District 12.

This is not the only structure you can use to tell stories, but it's the one that works best for me.

If you like, try this exercise with some problem you've dealt with in life. Simply write a brief statement for each of the elements and watch how your past can suddenly be understood better after you frame it as a story.

- 1. Who were you and what did you want?**
- 2. What was the problem you encountered and how did it make you feel?**
- 3. Who did you meet or what did you read that helped you?**
- 4. What plan did you come up with after meeting the guide?**
- 5. What did it feel like to take action on that plan?**
- 6. What could have been lost if you'd have failed?**
- 7. What was the happy ending you experienced?**

Here's an example of how simple this process works:

- 1.** When I was in college, I really liked a girl who lived across the hall.
- 2.** She didn't want anything to do with me, though. She hardly talked to me and the few times she did she kept messing up my name.
- 3.** Her roommate was in my math class, though, and noticed I liked her. She thought we might even work out. She told me she was a huge soccer fan and said maybe I should take her to a Timbers game.
- 4.** Too scared to ask her out, I bought a few soccer jerseys and wore them around campus. This caught her attention and we ended up talking for a half hour once in the hall. And she actually remembered my name.
- 5.** Finally, I had to ask her out. The Sounders were coming to town so I bought tickets. The next time she stopped to talk to me, I mentioned the tickets the first time she brought up soccer. She said she really wanted to go, so I asked her out. She was from Seattle, so I told her if the Timbers won she had to buy me a drink after and if the Sounders won the drinks would be on me. She was completely in.
- 6&7.** We ended up dating for most of that year and are still friends to this day. And the best part, she had to buy the drinks after the game.

And that's really it. It's a simple story, of course, nothing to win an award, but it's a story all the same. Remove the numbers, tell it over casual conversation and people will understand it, and we will end up connecting better with the people around us.

If the elements were more dramatic we'd really get their attention. The young man's date could get hit by a soccer ball at the game, or there might be more conflict when one of the players flirts with her later at the bar. If it's a fictional story, by all means ramp up the tension.

The point is that stories have structure and this is the one I use most of the time. And I use it because it works.

Feel free to create a little story structure of your own, or by all means use mine. If you get good, nobody will notice you're using a structure at all; all they'll notice is the story. And if you get really good, you won't even realize you're using the structure in the first place.

When using a story structure becomes second nature, the stories you tell will begin to sound like music in a world of noise.



You might be wondering why each of these elements are in my story structure and whether or not some of them are really necessary.

Let's look a little more closely at each of the elements so you can better understand why I think they're so important.

PART THREE



Breaking down my story structure

Good storytellers do not break the rules of story. They may improvise within those rules, but they don't break through the guardrails. If they do, they risk creating noise and their audience gets turned off or worse, bored.

For this reason, let's look at each of the elements I use to tell stories in greater depth:



1. A CHARACTER

A person who will take the journey. The main character in a story is often called the hero or the protagonist. To really compel an audience, the hero is usually called to a task that is outside their comfort zone but necessary for their survival and the benefit of others. Interestingly, the hero is not the strongest or most reliable character in the story. That is usually the guide. But the hero is the center of the story because they are the one that must take action. They are also the only character in the book that must experience a character arc, that is a change in their person brought about by the adventure of the story.

Examples of heroes in stories: Frodo Baggins (*Lord of the Rings*), Rudy (*Rudy*), Luke Skywalker (*Star Wars*), Bridget Jones (*Bridget Jones's Diary*)



2. WHO HAS A PROBLEM

No story works unless the hero encounters a problem. The reason a character has to encounter a problem early in the story is because the problem posits a story question. Will the character get out of the problem? How bad will the damage be if they don't? Will they get their happy ending? Will they defeat their enemy? And this is why stories are so compelling to the human brain – they posit a series of questions that make the audience stick around to get an answer. Will the guy get the girl? Will the hero disarm the bomb? Will the team win the big game?

In a good story, there are often three levels of problems and they are intertwined. Those levels are *external*, *internal* and *philosophical*.

Examples of External Problems: Frodo (Must save Middle Earth), Rudy (Must make the Notre Dame Football Team), Luke Skywalker (Must defeat the Evil Empire), Bridget Jones (Must find love.)

Examples of Internal Problems: Frodo (Is he courageous, brave and disciplined enough? Is he good?) Rudy (Does he have what it takes? Is he worth as much as the others?) Luke Skywalker (Does he really have what it takes to be a Jedi or is his step-father right about him?) Bridget Jones (Is she worthy of love?)

Examples of Philosophical Problems: Frodo (Will good win out over evil? Will group interests win out over self interest?) Rudy (Can noble character compete with brute strength and force? Is life fair?) Luke Skywalker (Will good win out over evil? Will group interest win out over self interest? Will benevolence win out over greed? Will freedom win out over tyranny?) Bridget Jones (Is life fair? Can love win out over lust? Can self-love and self-acceptance be enough?)

As you use conflict in the stories you tell, you don't always need to cover the philosophical aspect of the problem; however, you will want to cover the internal aspect of the problem. Without an internal problem that the external problem manifests, you'll lose your audience.



3. MEETS A GUIDE WHO UNDERSTANDS THEIR FEAR

In stories, characters do not solve their own problems. If they could solve their own problems, they'd likely have never gotten into trouble in the first place. What normally happens, then, is the character meets somebody, reads something, remembers something or experiences something that helps them grow. That somebody or something is the guide. A good guide has “been there and done that” in the sense they understand the journey the character is on and can see clearly where they need to go. In fact, the first job of the guide is to listen, understand and empathize with the hero's problem. The second is to give the hero a plan they can use to fight for a happy ending. The guide, not the hero, is the strongest, most steady character in the story.

Examples of Guides: Frodo (Gandalf, many others), Rudy (Father, Janitor, Teachers, many others), Luke Skywalker (Obi Wan Kenobi, Yoda), Bridget Jones (Bridget's Mum, Friends, many more.)



4. AND GIVES THEM A PLAN

When the hero meets the guide they are confused. The job of the guide, then, is to break through the hero's confusion and give them confidence their life can be better. The plan can be as simple as a paradigm shift - *you used to think this way but I want you to think another way* - or as complex as a multi-level strategy that will help the hero win a complicated battle. Regardless, after the hero hears the plan they must decide whether to take action on the plan they've been given.

Examples of Plans: Frodo (You have what it takes), Rudy (Janitor meeting), Luke Skywalker (Trust the Force, Luke.) Bridget Jones (To find love we must take risks.)



5. THAT CALLS THEM TO ACTION

A call to action in a story is the point at which the hero must decide whether to act on the plan. Will they attack the Death Star or will they run? In a story, the call to action is a point of crisis. It's often a dark night of the soul for the hero. They must choose whether to stay in their comfort zone or embrace the plan given to them by the guide. A good guide empathizes with the hero's problem, gives them a plan and calls them to action.

Examples of Calls to Action: Frodo (Gandalf: "All I did was give your uncle a little nudge out the door.") Rudy (Tries out for the team, many, many more.) Luke Skywalker (Joins the Rebellion in the fight to destroy the Death Star.) Bridget Jones (Makes the call.)



6. THAT RESULTS IN SUCCESS

In story structure a happy ending is called a success while a sad ending is called a tragedy. Whether or not a story ends in success or failure, though, an audience must know what might happen if they are going to remain interested. We have to know the hero can either get or lose the girl, disarm the bomb or die trying, or win the game or lose to their arch rival. Usually, at some point during the story, another character, often the guide, will state the happy ending well before it happens. “If you do this, middle earth will be saved” and so forth...

Examples of Success: Frodo (Saves Middle Earth, many more), Rudy (Plays in a game), Luke Skywalker (The rebellion lives on), Bridget Jones (Finds love for herself and finds love in a partner.)



7. OR FAILURE

Careful screenwriters and novelists help us imagine dire consequences whether or not they actually happen because this builds suspense. Every audience must have a clear idea of what possible failure faces the hero if they don't act on the plan. If people don't know what failure might befall the hero, audiences zone out and lose interest.

Examples of Tragedy: Frodo (Middle Earth is taken over), Rudy (Never plays for Notre Dame), Luke Skywalker (The evil empire rules the galaxy), Bridget Jones (Remains lonely)

A STORY MUST BE CLEAR

There are a thousand possible formulas for telling a story, but once again, there is one rule that cannot be broken: A story must be clear.

If every scene in a story cannot be placed onto a simple chart, it runs the risk of boring the audience. There are exceptions, of course, but there aren't many. Being a good storyteller is a lot like being a good tennis player, first you learn form, then you improvise. If you don't learn form, you'll never compete with the professionals.

Just remember this: Clarity is king.

As you begin to practice telling stories, focus on clarity first. You may not always woo an audience with your robotic storytelling, but this is the only way to really learn. Once it becomes easy for you, you'll notice you don't always keep the same order or you sometimes leave out the guide. You may figure out you're exceptionally good at building up the internal conflict or that you're terrific at painting a picture of potential tragedy. That said, it's all within a simple form and it's only by learning our scales we can begin to write new and original music.

I don't think much about story structure anymore. Sooner or later it becomes routine. Unless I'm studying a manuscript or helping a company with their brand strategy, story structure remains in the back of my mind the way scales and harmonics remain in the back of a musician's mind. In fact, I often don't think about story structure until I realize something's wrong. If I'm watching a commercial and something doesn't seem clear, I pick up a journal I keep on my coffee table and plot out the structure of the commercial to see where it went wrong. Or if I'm bored in a movie, I go through a mental checklist of about twenty things that have to happen to see which one the screenwriters left out. Inevitably, though, if the story is boring or unclear, there's a critical element missing. Understanding the structure of story is that important.

PART FOUR



How to use stories to connect

A story is the most powerful tool you can use to connect with another human being. Whether we're recapping our day or telling our kids bed-time stories, our deepest selves reach out and connect through the recounting of events.

Here are some of the different ways I use story structure in my life and work:

WRITING A BOOK

If I'm writing a book, I use the same structure I presented in this eBook, only I repeat it over and over. Often, I'll repeat this plot structure several times within a chapter, almost like a wheel turning around, then I'll wrap up the chapter with either a happy or a tragic ending. And each of the chapters fits into a greater epic that, hopefully, is the story or theme of the book. And so my books are simply little stories within a larger story. Each chapter could be considered a subplot, if you will.

For instance, if I'm writing the book about the creative process, I may use the epic story of having to wrap up a screenplay for an unruly producer. If I don't get it done, I don't get to collect the rest of the advance. So, within chapter one I use a subplot story of how I overcame procrastination, then in chapter two I tell a story about how I learned to develop a character and so on and so on. So there's the big story and then the smaller stories that feed into the big story. Make sense? Feel free to use the same plot structure, though, whether it's your epic story or your subplot.

In fact, as you outline your book, just come up with as many stories as you can using the same structure, then place them into different topical chapters. You'll be surprised at how quickly your list of stories starts looking like a full book.

IN A SPEECH

If I'm giving a speech to a room full of business leaders, I use the same story structure to capture their attention. First I introduce myself, then I talk about something I wanted for my business, perhaps a specific financial goal I wanted to attain, then I describe the problem I had trying to get it and then I talk about a person I met, a leader I trusted or even a book I read that helped me realize there might be a way out of my troubles. I then talk about how scared I was to take action because of how much could be lost. After painting a picture of potential tragedy, I let the audience know how I took action and how it all ended well.

For each point I want to make I tell a story using the same structure. And it's only at the end of each story I allow myself to make a one minute editorial comment. Most public speakers do the opposite. They spend hours making editorial comments and use the story to cap their speech. I assure you, the only thing the audience hears is the story.

As we tell our story, the audience begins to apply the story to their lives. You don't have to do the work for them.

While it may sound formulaic and manipulative, I make sure the stories I tell are actually true. If we are lying, we are being manipulative, and that's not what I'm recommending. What we're doing when we tell structured stories is serving our audience by not being a boring speaker. We're also helping them understand and apply complicated information so our audience can succeed.

INTRODUCING MYSELF

When somebody asks what I do for a living, I don't tell them I'm a writer who runs a brand-strategy company. If I told them that, they'd just sit there and wonder what kind of books I write and I'd get no brand-strategy business. If we've got time, and the conversation permits, I tell them a story. It goes like this:

Years ago I was a writer and I had a small conference company. We were doing fine, but I realized nobody was coming to my conferences unless they were fans. I really wanted to reach out of my fan base, but I didn't know how to do it. One day I got on an airplane and sat next to a person who was reading my latest book. I joked with the guy that I'd heard the author was kind of a jerk. But the guy never figured out I was actually the author. I ended up spending a couple hours talking to the guy about my book and what I found was that even though he loved my books, he couldn't explain them. My book titles were elusive, my writing was poetic and they were hard to describe. I realized then that I hadn't given my readers language they could use to spread the word about my books. So I ended up renting a cabin in the mountains and I created a brand-strategy using plot structures hollywood has been making billions off of for years. By the time I was done, I'd created an entire process a business could go through to clarify their marketing. And after I took my little conference business through it, we quadrupled in size in only 18 months. The results were phenomenal. And not only this, but once I formalized the process, people started asking me to help them with their businesses. The first companies who expressed interest were Pantene, Ford/Lincoln and even The White House. So, I started a second company called StoryBrand and we help brands go through the process of clarifying their brand communication.

You know, I've told that story a thousand times and I've never had anybody fail to understand what we do. Not only that, but we've helped brands like Chick-Fil-A teach their entire staff how to structure and tell their personal stories as they relate

to their brand. Imagine a company in which staff members could tell a clear story about who they are and why their work matters. An entire staff is converted to a passive sales force the second they learn to tell their personal stories as it relates to the company they work for.

If you'd like to know more about telling a clear story as a company, check out our story-based marketing framework at [**StoryBrand.com**](https://StoryBrand.com)

UNDERSTANDING OUR LIVES

You know by now telling a story is all about organizing a series of events so they make sense. What I've found, along with connecting with others, is story is an incredible tool I can use to understand my life. My day job is to help companies develop their brand strategies, but every four or five years I have the luxury of being able to write a book. Most people know me as a writer and don't even realize I work in marketing, but the truth is I don't get to write as often as I'd like. When I do get to write a book, though, I always start with the same question:

What in the world happened to me since the last time I wrote a book?

Because I write memoirs, and because my life isn't as exciting as, say, a Russian spy, my books are mostly about inward journeys, little ways I've developed as a human. What happens when I write one of these books is I better understand my life. Until I sit down and organize the events that took place over the last few years, I hardly realize anything happened at all. But after thinking through the seven elements of the story structure I've been talking about, it becomes obvious I'm not at all the person I was only a few years before.

We are all on a journey, of course. We all want things for ourselves and our families and those desires launch us into stories. And stories are filled with risk and fear and joy and pain. In each of our stories, friends and guides have passed through and those friends have taught us things. But how will we know what we've learned and allow those lessons to change us unless we translate the events back to ourselves?

The point of any story is always character transformation. I am so grateful to have studied story if for no other reason than it's helped me realize how much I've changed over the years as a human being. Story has given beauty and meaning to my life because it's no longer passing by without me reflecting on it and noting its positive and negative turns and what those turns have done to me to make me a better person.

I believe it's true every person should write their memoir if for no other reason than it helps them understand who they are, what's happened to them and who it is their lives have caused them to become. A person who understands themselves is easier to connect with, more settled and, most importantly, can see how their story interconnects with the stories of others.

CONCLUSION

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Story, in some ways, is still as mysterious to me as music. I can't pretend to understand it fully, but I feel its effect and I'm grateful.

I'll conclude with this quote from Robert McKee. It's from his exceptional book called *Story*. It's my hope for you.

“Write every day, line by line, page by page, hour by hour. Do this despite fear. For above all else, beyond imagination and skill, what the world asks of you is courage, courage to risk rejection, ridicule and failure. As you follow the quest for stories told with meaning and beauty, study thoughtfully but write boldly. Then, like the hero of the fable, your dance will dazzle the world.”



CORE DISCIPLINE #6:

Gather Customer Testimonials

If you've taken the StoryBrand Marketing Course, you know how important it is for a guide to establish authority or competency as it relates to their field of expertise. And yet, if we project too much authority, our brand risks playing the role of hero and turning customers off.

One of the best ways to establish authority is to include customer testimonials in our marketing material.

Testimonials can be used on websites, in keynotes, in email campaigns, and in sales letters, so if you have an extensive, ongoing relationship with a client, you'll want them at your fingertips so you can plug them into any collateral you create.

Where most people go wrong when they use testimonials is they make the testimonials too long and they don't really help sell product. For this reason, you'll always want to consider a testimonial or endorsement as part of a bigger strategy to further position your client as the go-to provider of whatever product or service it is that they sell.

ASK THE RIGHT QUESTIONS

Many copywriters will simply ask a customer for a testimonial. But when we ask the right questions, we get better answers. Any customer willing to give their testimony wants to help the brand, so they're really looking for you to help them know what territory you're hoping to cover in the endorsement. When you ask the right questions, you'll get the right answers. I'll share some sample questions later. First, let's talk about the type of testimonials that work best.

Testimonials can and should accomplish one or more of these tasks:

- **Overcome resistance:** If there is resistance from customers as to whether to buy a product, consider testimonials that help readers overcome this resistance. If a retreat center is far away, for example, you might feature a testimonial that says, "The trip was worth it" or, "Being so far from home added an extra element of detachment and rest."
- **Celebrate a success:** A testimony that celebrates success after using a product will always be enticing to readers. Have customers saved money, lost weight, freed up more time, reduced stress? If so, feature customer testimonials that explain exactly what life feels like now. Remember, readers will always head toward the light. Testimonies of success should be considered exactly that: light.
- **Demonstrate empathy and authority:** The two elements that position a brand as a guide in a relationship are empathy and authority. If you can express an exact problem customers experience, how it makes them feel, and that a brand understood and had empathy for their problem, feature this testimonial. In addition, anything that says, "This company is competent. They know what they're doing," will also be a winner.
- **Demonstrate the avoidance of failure:** Does the brand you're representing save people from something difficult or painful? If so, feature testimonials that help explain exactly how. Statements like, "Every time I've worked with a contractor before they've been late and over budget. But that never happened with Acme Construction. They've been on time and on price for every job."

WHAT QUESTIONS TO ASK

Whether you're collecting testimonials for a written piece or for video, here are some sample questions you can ask that will give you the soundbites you want. Let's pretend we're seeking testimonials for Acme Construction.

- What problem were you dealing with when you called Acme?
- How was this problem making you feel?
- How did Acme demonstrate that they understood your problem?
- Why did you trust Acme to solve your problem?
- Did you notice a difference between Acme and similar companies?
- What surprised you about working with Acme?
- What does life look like now that Acme has solved your problem?

These and similar questions are going to give you the answers you want. You may even instruct your client to use questions like this (of course customize them for each business) so that you have a running survey giving you the soundbites you need.

BONUS MODULE:

MAKING MONEY AS A COPYWRITER

Now we get to talk about one of my favorite subjects: copywriting as a business. I think it's one of the greatest businesses you can run. And I'm going to show you in this section how to get bigger fees, from fewer clients, have less work, and have less stress in your life. Or, as I like to call this section: "How I Learned to Stop Worrying and Just Make More Money."

If you'd like to be certified as a StoryBrand copywriter and get listed in our directory at **ClarifyYourMessage.com**, email us for more information: **hello@storybrand.com** .

You can launch out on your own as a full or part-time copywriter, and we can help.

Here are some of the most common problems we face as freelance copywriters:

- 1. Not Making the Money We Expected.** A lot of people get into this business thinking they're going to make a lot of money, it's going to be easy, and they can work from wherever they want, whenever they want. While there is truth to all of these concepts as a freelance copywriter, there is also truth that it takes work to build this business.
- 2. Feast or Famine.** It seems that as a freelancer we either have more work than we can handle, or we have no work at all and nothing in the pipeline and we're worried about how to pay the bills next month. Either feast or famine.
- 3. The “Lowball-with-a-Promise” Game.** Scenario: A really prominent company or person lures you in cheap with a promise of great reward. But the reward comes after you do work for them at little or no pay (and before you realize how much you're really worth). This is like the coffee shop with a sign on the wall advertising “Free Coffee Tomorrow”—no matter when you show up, that free coffee is always coming tomorrow.
- 4. Rate Grinders.** These are the people who will do their best to bring you down to the lowest possible fee you will accept for the work. They make you feel cheap and worse, they steal your confidence.
- 5. Deadbeats Who Don't Pay.** The fifth problem is a kissing cousin to the rate grinder problem: the deadbeats who don't pay. Some people will let you do a lot of work and then disappear when it's time to get paid. Ouch.
- 6. One Night Stands.** And finally, there are the one night stands. These are people that you do a great job for, investing yourself emotionally in the outcome, and they never call you back.

Why It's Even Worse Than It Appears...

You can imagine that all the things I just covered bring you a lot of **stress**. Usually that's accompanied by **money problems**. These two things can become a vicious cycle. You get stressed, you make poor financial decisions, and the wheels on the bus go round and round.

This begins to wear down on your **health**, both mentally and physically. It affects your **family**, and it can bring up a lot of **spiritual issues** as well. Trust me, if you're just focused on scrambling desperately to survive, any spiritual baggage you're carrying around will start popping out of the ol' noggin like the luggage at a airport carousel.

As if all that isn't bad enough, these situations affect the **quality of your work**. You wind up generating work that is far below your capability, and your reputation suffers.

How I Solved These Problems by Accident

In my early days as a freelancer, I was getting paid about \$7,500 for writing a sales letter. I had been planning to take some time off when I received a phone call from a client referral. I didn't want to do the work, so I cleverly figured I'd quote them a figure so high that it would price me out of their league. Instead of quoting my usual fee, I doubled it and said it would cost \$15,000. Much to my surprise, they responded with, "Okay, how do we send the money to you?" Needless to say, I reconsidered my decision to take some time off.

This situation happened again when I was approached by a client that I simply did not want to work with. Now that I was charging \$15,000 for a sales letter, I figured that I would once again try to price myself out of the client's league. You can probably guess what happened next. I doubled my fee and said with a straight face, "That'll be \$30,000."

Naturally, he said yes without hesitating. Apparently I didn't ask for enough money.

The important point of this story is that you need to know your value. What's the outcome for the client? Think in terms of value-based selling—what are they going to receive as a benefit of your services? Once you understand that, simply price yourself accordingly.

Don't set astronomical fees just because it sounds good. That would be a colossal mistake, especially if you're just starting out. But you do need to understand that your work is worth more than you think it is. Charge enough so you're compensated fairly for the work you're doing. As you gain more experience as a copywriter, you'll be able to command higher fees.

The Seven Pillars of a Successful Copywriting Business

PILLAR #1: THE 3 SUCCESS KEYS

1. *Sense of Importance and Urgency.* You need to appreciate the importance and urgency of what you do as a copywriter. Businesses are depending on you to craft the words that will sell their products and services. Think of it this way: What is the potential consequence for my client if I don't create the copy that will help their business succeed? It means no profits for the client, no solutions for their customers, and no income for me as a copywriter.
2. *Confidence.* Because you have the StoryBrand Framework, you can approach any job with confidence that you always know exactly what needs to be said and how to say it.
3. *Willingness to Act.* You can't just sit back and think about having a successful copywriting business, you have to go talk to potential clients, create materials, do the work, and collect the fees.

PILLAR #2: THE STAR STRATEGY

1. *Specialist.* This is an easy one for you because you specialize in the StoryBrand Copywriting Framework. This puts you leagues ahead of any other copywriter in the marketplace.
2. *Teacher.* As you work with clients, you can teach them the process you're taking them through to create their copy. This is powerful because when you are a teacher and not just a vendor, you become a respected colleague instead of just a commodity.
3. *Aspiration.* You want to speak to your clients' hopes and dreams. Use your talent as a trained StoryBrand copywriter to paint a picture of their ideal future.
4. *Repetition.* Now that you know what to do, simply rinse and repeat.

PILLAR #3: DIMENSIONALIZE YOUR VALUES

1. *Understand That People Don't Buy Copy.* People buy results. It's like the cliché that people don't want a drill, they want a hole. Nobody wakes up in the morning looking for a copywriter—what they want is the increase in sales that a copywriter brings.
2. *Start with Pain.* Identify their unique, individual pain. What keeps them up at night?
3. *Amplify the Pain.* Help the client understand what's at stake if they don't take action to quench their pain. If they do nothing, it will just get worse.
4. *Dimensionalize ("Dollarize") Your Value.* Ask the client what type of monetary results they expect from their product or service. When they compare what they expect to make against what you bring to the table, it becomes much easier to get the fees you deserve.
5. *Get Buy-in on the Value.* Buy-in occurs when you allow the client to come to their own conclusions.

PILLAR #4: YOUR MARKETING SYSTEM

1. *Defined.* Be able to clearly explain the components, timing, methods, and expectations of your marketing system.
2. *Calendared.* Every event in your marketing plan should be on the calendar. If you can't show it to me on your calendar, it's not real.
3. *Perpetual.* Don't make the mistake of "stop and start" marketing. Consistency is what slays the dragon of feast or famine.
4. *Systematic.* Create a system for producing a predictable number of potential clients or partners.
5. *Strategic.* What does your business as a copywriter deliver, who do you want to work with, and how are you going to communicate with those people?

PILLAR #5: BUILD THE CITADEL

1. *What Is a Citadel?* A citadel is a fortress that protects the city.
2. *Build a Fortress.* Protect your clients from themselves and outside threats.
3. *Care.* Get emotionally invested in the success of your clients. Make sure their success means something to you. Remember, people don't care how much you know until they know how much you care.
4. *Shepherd.* You are there to protect your clients' interests and to protect them from predators.

PILLAR #6: BE MORE

1. *Stop Being a Copywriter.* When you go into a business and help them create a StoryBrand BrandScript, wireframe their website, and write an email nurturing campaign, a great sales letter, and a lead-generating PDF, you are so much more than just a copywriter.
2. *Create Your Own Label.* The power that you have at your disposal is the StoryBrand name. This StoryBrand training instantly puts you in some pretty rare air.
3. *Be More.* You have more to offer, things that no one else in the marketplace can bring to the table.
4. *Get a Mentor.* Identify someone with more experience that you can call on to ask for advice when you get stuck or when you don't want to mess up a great opportunity that has been presented to you.
5. *Get a War Council.* This is a group of individuals that you have consciously adopted as the people you turn to when making strategic plans to give you insight from a third-party perspective. Think of it as a mastermind group.

PILLAR #7: PLAY TO WIN

1. *Train Your Clients.* Teach your clients to value you as an integral part of their business. You are someone they can count on to make a difference in their bottom line.
2. *Increase Your Value.* Continue to practice and hone your skills.
3. *Change Your Venue.* If you're finding it difficult to get clients to pay you the fees you deserve, focus on a different segment of the marketplace. Seek out the kinds of businesses that you're fascinated by, the ones you love to do business with yourself.
4. *Raise Your Fees.* Now don't go crazy and charge fees that are far beyond your skill level, but do keep in mind that whatever you're charging right now is probably not enough.
5. *Present Your "Shock and Awe" Package.* Put together samples of what a client's OnePage, wireframed website, and lead-generating PDF would look like, and you will shock and awe your potential clients.

You now have the tools you need to enjoy the experience of copywriting as a business. You have the secrets of how to get bigger fees, from fewer clients, with less work and less stress.

Go get 'em!

CLOSING THOUGHTS

Putting It All Together

Now that you've learned to create terrific marketing material by becoming a proficient copywriter, what do you do?

The next step is to create a timeline for rolling out your campaign.

1. CLARIFY YOUR MESSAGE

The first thing you will want to do, of course, is clarify your message. Choose a project (or simply choose your overall company) and create a BrandScript to make sure your message is clear, concise and effective.

2. WIREFRAME A WEBSITE

For whatever it is you're trying to sell, create an effective landing page. Use the module about wire-framing websites to make sure you are really connecting with customers and helping them understand how your product is going to help them survive and thrive.

3. CREATE A LEAD-GENERATING PDF

For this particular product, is there a lead-generating PDF that you can use to capture email addresses? What would customers who need to buy your product want to read? Create a lead-generating PDF that will introduce them to you and help position you as their guide.

4. FOLLOW UP WITH AN AUTOMATED EMAIL CAMPAIGN

Create 5 or 10 emails that will go out to customers automatically. Use our copywriting formulas to create these emails. Once this step is taken, you should see an increase in sales.

Customer testimonials should be included in the PDFs, the websites and even the email campaigns which is why we consider them part of the task list of the roadmap.

After you build your campaign, assess and evaluate. Which emails are getting opened? Which emails are getting clicks and what email is creating the most sales? Take this information and sharpen every piece of your campaign. These campaigns should lead to orders, and if they don't, something needs to be adjusted.

Once you've created a Roadmap for a product and it starts working, create more and more Roadmaps for other products.

Also, after a campaign has been running a while, review and assess again to see if things can be sharpened even more.

This simple Roadmap can be repeated over and over. It's been effective for hundreds of companies and it will be effective for you!



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